NEW HAMPSHIRE
SEP 23 1899
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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXVIII. NEW YORK, SEPTEMBER 20, 1899. NO. 12.



LARGER QUARTERS

are the ultimate outcome from advertising in

THE PHILADELPHIA RECORD

in this and many other instances that we can name

The largest circulation in Pennsylvania pays the best.

In August, 1899, the average was 184,481 copies every day, rate 25c. per line.

146,768 copies every Sunday, rate 20c. per line.

THE RECORD PUBLISHING CO., Philadelphia.

New York Office, 206 Broadway.

C. O. PEACOCK,
Wholesale Dry Goods,
Dress Findings, Notions,
No. 909 MARKET STREET

Philadelphia, July 15, 1899.

Publishers, "The Philadelphia Record",
Phila., Pa.

Dear Sirs:-

From the fact that we have almost doubled our advertising with "The Record" this season, you will no doubt be interested to know that we have had in return a tremendous business. Our sales show an average increase of 150% over last year, besides we have outgrown our building. We attribute this and the rapid growth of our business, to advertising, to which "The Record" has been the most important factor. We have spared no efforts in making a test of the different papers, and we have found "The Record" decidedly the best and most profitable medium, and we purpose placing our heaviest advertising with you the coming season. Very truly yours,

C. O. Peacock

Notice this Mr. Advertiser

The *active* industrial community is ever the most profitable field for advertising.

Cleveland, Ohio,

is one of the greatest cities in the country in manufactures, and heads all other American cities in the production of heavy street railway machinery, electric dynamos and carbons, steel-tired car wheels, wire and wire nails, nuts, bolts, malleable castings, wagon and carriage hardware, vapor stoves, sewing machine cabinets, shoddy, blankets, paints and other important requirements of civilization. Cleveland is the largest ship-building port in the United States.

Of the 60,000 persons employed in the manufacturing establishments of Cleveland less than 5,000 are women and juniors.

Cleveland working people are well paid.

Can't you see the tremendous force of advertising in the

Street Cars of Cleveland?

We control the privilege — May we come and see you?



WESTERN OFFICES:
99 WOODWARD AVENUE,
DETROIT.

EASTERN OFFICE:
220 BROADWAY,
NEW YORK.

CLEVELAND OFFICE: 55 EUCLID AVENUE.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29 1893.

VOL. XXVIII. NEW YORK, SEPTEMBER 20, 1899. NO. 12.

HARRY KRAMER INTERVIEWED.

THE MAN BEHIND NO-TO-BAC, CASCARETS AND MUD BATHS GIVES SOME ORIGINAL VIEWS FOR THE BENEFIT OF "PRINTERS' INK" READERS — HOW HE STARTED AND WHERE HE IS NOW "AT"—SOME SOUND ADVERTISING LOGIC.

The other day I "buttonholed" H. L. Kramer, of Indiana Mineral Springs, who was in town looking after some Cascarets and "No-To-Bac" business. Mr. Kramer has done some remarkably clever advertising, and I knew that if I could get him to talk for a few minutes about himself and his work it would be well worth printing. So I gently drew him aside from a talkative crowd and asked him to tell me some of his experiences in advertising. This is what he said:

"My experience in advertising extends over twenty years, directly and indirectly, but it's only about ten years since I got started in an advertising business for myself. I luckily did not begin under the disadvantage of having a big bundle of money to blow in, and had to begin with nothing and depend upon my advertising wits to acquire something. My recollection is that on the day I went into business for myself, I had $85 between me and perdition, but I didn't owe a cent, so it was good, clean capital. Rented a typewriter which I operated myself, and placed my first ad.

"My instincts from boyhood were to relieve suffering humanity, and under proper environments I would probably have become a physician, but as it was, my thoughts and studies, such as they were, were devoted to that subject always. So, in all my experience, the purpose has always been to combat disease with probably not more selfishness about it than displayed by a doctor who charges for a professional call. The most fascinating form was the cure of soul and body destroying habits, such as the morphine, cocaine and tobacco habits, and the cure of the first-named was my first business, which gave me my first start. I will say right here that, although I had probably the best preparation ever discovered for the purpose, the results were not sufficiently far-reaching for me, and when I secured No-To-Bac, an absolute specific for the tobacco habit, I developed that at the expense of all the rest, and built up a big business."

"It paid you, I suppose, because it was well advertised?"

"That reminds me of the great fallacy frequently expressed, that 'advertising will sell anything.' It's not so. No great advertising success was built up except on merit. No preparation on the market today widely advertised, widely known, widely sold, whether a medicine, a soap or a baking powder, but what is successful only because it is meritorious. 'Making its true merits known' is the secret of advertising a successful article. There are two great sources of failure among would-be general advertisers, and the chief one is that most 'schemes' of that kind are based on the idea that 'a sucker is born every minute.' The newly-born North American may be a sucker, but by the time he is old enough to buy an advertised article, his sucker days are over. The other great source of failure is that the new advertiser expects too much. Advertising experience, same as other kinds, must be paid for either in hard cash, or in years of trial, anxious anticipation and bitter disappointment. So only one

in a thousand is successful, and his success is founded on the true merit of his article, and the wisdom, or better, common sense of his advertising."

"Then you think there are few real successes in advertising except through sheer merit, Mr. Kramer?"

"Sure of it! The very fact that Hood's Sarsaparilla or Paine's Celery Compound, or Castoria, or Ivory Soap, or Pyle's Pearline, or Royal Baking Powder, or No-To-Bac, or Cascarets, exist and live in the minds of the people, is proof positive that they are meritorious and do what they are advertised to do. I don't think there ever was an advertisement devised, unless it was a scheme ad, that pulled back its first cost. Then where does the advertiser get off? On the cumulative results, and that means that if his first advertising has created a purchase for his preparation, the repeated buying and personal recommendation of that purchaser represents the profit on the advertising investment. If the experiment of the first purchaser proves the article to be without merit, it means that the advertising will not pay, and the backing of fortunes with persistence, and 'keeping everlastingly at it' will not make it pay. The article and not the public must be 'a good thing.'"

"From which I should gather that you are a believer in the cumulative results of advertising?"

"Exactly. The process of 'accumulating' results is one long drawn out, and I have learned not to expect the full results of a newspaper advertising campaign for about three years—we never get a touch of results for three months. You can not imagine what a relief it is when an advertiser realizes that it takes time, more time, most time, and gets rid of his unreasonable impatience and lives quietly on his hopes for the future. It is like first realizing the promise of a life hereafter. The fellow who starts in with an 'appropriation' with the idea that he is doing a mercantile business, buying so much advertising and getting his money back directly from the dear public with a 20 per cent net profit coupon hitched to the returns, is the one who will throw his inherited patrimony to the four winds."

"From your experience, Mr. Kramer, how would you advise a beginner to advertise?"

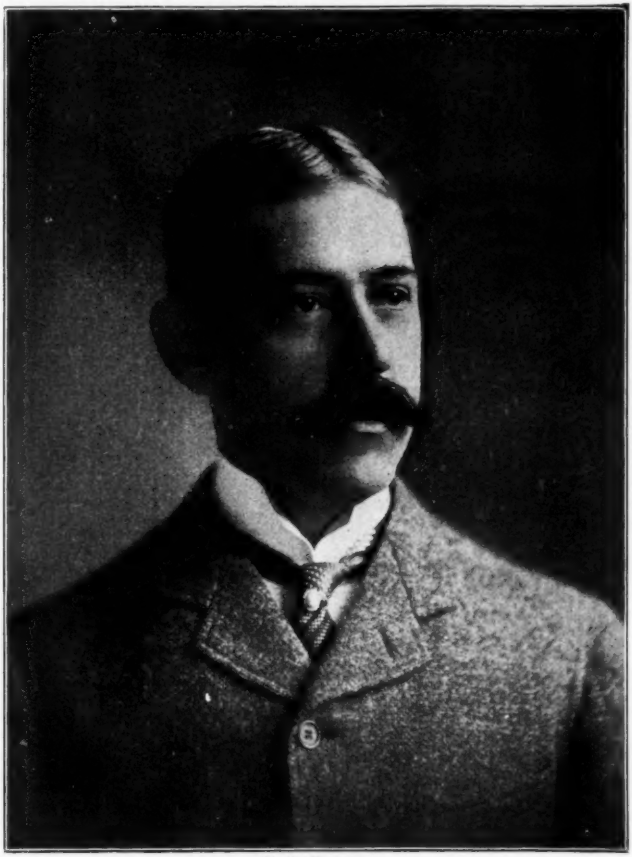
"How to advertise? That's a good deal like asking how to write poetry. It can not be told. Probably it has never occurred to you how very, very few in number are the successful general advertisers of this country. There are not five hundred of them all told, and I would say there aren't one hundred of them, except for fear of hurting somebody's feelings. Look at your newspapers, your magazines, your billboards, your street car signs, and count them up. You could nearly make a list of them from memory, couldn't you? And yet thousands go into the business every year and fall by the wayside. It's a gift, I presume, a talent that is required in this business, just the same as any other. Everybody thinks he can run a hotel, or a newspaper, and advertising looks so easy to the outsider. In truth, however, it requires foresight—almost second sight—judgment, nerve to risk all things and idea, energy, pluck, perseverance, persistence, push, patience and a whole string more of 'P's,' and tireless application, diligence, hustle, work day and night with a big bunch of gray matter most generously dissipated until the matter is all gone and the gray is in your hair—what's left of it. There are no Christmas trees standing at every corner of the broad avenue to advertising success, with bags of bullion and bundles of the long green attached thereto ready for picking. It's a good deal more in the nature of a rainbow chase, and the gold is buried at the spot where the rainbow strikes the ground. As I told a friend of mine one day: 'A man will never get rich in this business unless he makes money faster than he can spend it for advertising,' and that may sound paradoxical, but it's true."

"You believe in advertising the truth, the whole truth and nothing but the truth?"

"When I started to advertise I

had an article of undoubted merit, and I have never advertised anything that I had to lie about. The trouble is you can't lie in advertising without getting caught at it. I started small and anxious and sweat blood for several years before I realized that results had to be earned by patient endeavor and self-sacrifice. Nobody ever heard of Harry Kramer for years when that gentleman was working with his brain to the grindstone, throwing off intellectual advertising sparks like flashes from a razor edge. I advertised wherever I could buy publicity at my price, and that meant at a promise of profit, and my instinct seems to have led me straight."

"Which have you found to be the best mediums in advertising?"



H. L. KRAMER.

"Don't ask me what form of advertising is best. Like whisky to the Kentucky colonel, it's all good, though some may be better than others. Every possible method, known or unknown, of influencing a purchaser, that will result in a business transaction is good adver-

tising. Artistic conceptions that attract attention but don't sell goods are, of course, bad advertising. That's the kernel of it—'results in a business transaction.' Then again every form of advertising, though good, is only good at a price, same as any other commodity. A horse may be worth $100 or $100,000, according as his record is three minutes or two minutes, and yet his looks to us laymen don't betray him. But the expert knows, and that's where judgment comes in in buying advertising. I buy every variety I come across, *at a price*, and I have sometimes paid too much for my whistle, though it rarely occurs now."

"Well, you have made a big success yourself, Mr. Kramer, and your work has made a great impression. What I should like to get from you is some general idea of how a young advertiser, starting as you did, for instance, should commence his campaign of publicity, remembering, of course, that conditions are different now from what they were twenty or even ten years ago?"

"I would never make a good professor in a school of advertising. I don't think it can be taught, and the interviews with successful advertising managers as published in the columns of 'trade' papers, though interesting and most readable, really don't tell the student much. Like trade-mark cases in a court of equity, every case is decided on its own merits. You can't teach a man how to *please the public*. You can't teach him to be a great poet, or a great novelist, or a great composer, or a great playwright, or a great orator, or a great advertiser, and when you ask him how he does it, he can't tell you.

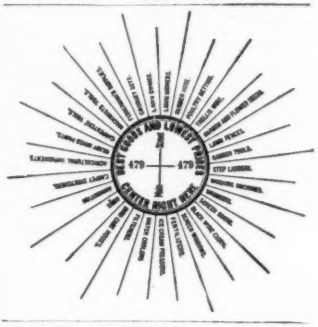
"I like advertising. It's a fascinating pursuit and makes you feel close to the public purse. It's a great sensation to strike a strange city, and read your ad in the local paper, and see your twenty-sheet stands on the billboards and your street car cards in the trolley cars, and possibly a torn and soiled booklet, that cost you so much per thousand, lying in the gutter, and then you enter a strange drug store and there on the counter is a Cascarets standard and a little girl with a shawl over her head, just buying a 10 cent box. It makes you feel like spending a $10 bill, does that 10-cent box. I only had that occur to me once, I think, and it led me to a line of thought much like that unsolved problem of where the pins all go to."

"About how much money do you spend in advertising, Mr. Kramer; what is your annual appropriation?"

"I never made an appropriation for advertising. I don't believe in it any more than a poet would cut a few pages out of the dictionary and say he would confine his writing to the words on those pages. Probably I'm not ready, not expert enough to do that, but I propose to continue in the future as I have done in the past, make advertising investments everywhere and anywhere and to any extent within my limitations, with judgment, and at a price, and when I am making money faster than I can spend it, the snowball will cease growing and I'll be rich, if I'm not dead." JOHN S. GREY.

CRITICISM AND CRITICISM.

An advertiser has to learn that there is criticism and criticism. If the criticism takes the form of saying, "What an awful fool that man who advertises is," we doubt whether this would tend to build up either a satisfactory or high-class business.—*London Edition Printers' Ink.*



THIS ADVERTISEMENT IS A GOOD EXAMPLE OF MISPLACED "CLEVERNESS." IN ORDER TO READ IT, ONE MUST TURN THE PAPER IN EVERY CONCEIVABLE DIRECTION IN SUCCESSION —AND OF COURSE EVERYBODY IS READY TO TAKE THAT TROUBLE.

The midnight month of the year is August.

* *

THE SATURDAY EVENING POST

(OF PHILADELPHIA)

received **11,850** yearly subscribers during the dull month of August. The present edition is **134,000** copies weekly.

* *

The special double number of September 30 will be **175,000** copies—perhaps more.

The Curtis Publishing Company, Philadelphia, Pa.

ADVERTISING A SUMMER RESORT.

By J. E. Quinn.

Perhaps the possibilities of advertising were never more thoroughly demonstrated than in the case of Ocean Grove during the summer just closed. A succession of poor seasons put the hotel and boarding-house keepers in anything but a comfortable frame of mind, besides depleting the most plethoric purse in the place. But, presto! the condition of things was reversed this year, and Ocean Grove has enjoyed one of the most prosperous seasons ever recorded. The prosperity was due to but one cause—advertising!

The organization of a local board of trade last fall made a plan of advertising possible; and the fact that in the board were several practical newspaper men of large experience assured the thoroughness of the work.

A fund of several hundred dollars was raised from the initiation fees of members and by assessing the hotel and boarding-house keepers in proportion to the size of their houses. A special Ocean Grove envelope was designed, bearing on the address side an ocean scene, with the words, "Season June 1 to October 1, Ocean Grove, N. J." The reverse side recited "Facts About Ocean Grove," fifty strong arguments for public patronage. A special letter-head, also containing the "facts," was printed. These were distributed gratuitously in great quantities by the board of trade. A package of the envelopes and letter-heads was left at every house in town. All who could make use of this stationery were supplied liberally. This was in early winter, when things in Ocean Grove were as dead as the proverbial door nail. The envelope was attractive; it was more—it was conspicuous. It compelled attention. Lying in a pile with a hundred others it was the one to catch and hold the eye. In a short time the postmaster reported that two-thirds of the outgoing mails was made up of the special stationery.

The results were soon manifested. Even in the dead of winter, inquiries came pouring in from people who had never before heard of Ocean Grove—or, if they had heard of the place, it was only as a camp meeting in the woods. Undoubtedly, the investment considered, this was the most profitable bit of advertising which the board did—but it was not all!

A monthly illustrated paper was instituted. Not a line in it but sang the praises of Ocean Grove. The opinions of prominent people, competent to speak favorably of Ocean Grove, were solicited and printed under good headlines. Local writers contributed column articles. Every aspect of the place, in summer and in winter, was carefully elaborated. Pictures of houses and scenery, the lakes, the bridges, the drives, the parks, the playgrounds, and every subject available, were printed. The paper was made entertaining and was eagerly sought for. Thousands of copies were published and sent broadcast. The hotels were supplied with them in quantities to mail to prospective guests. By May 1 the hotel and boarding-house keepers had more "inquiries" than ever before in the history of the place.

Then the board of trade took in hand the matter of arranging fourteen-day excursions with the Baltimore and Ohio Railroad from points east of and including Pittsburg. The co-operation of a low fare to Ocean Grove was secured—something unheard of before. Eight-sheet hangers, containing the "facts" already several times referred to, were printed in almost endless quantity. These were supplied by the board to the railroad people, who hung a bunch in every railroad station on its line between the points named. As a result one excursion alone brought thirty carloads of people from Western Pennsylvania to Ocean Grove—many of them never within sight of the ocean before!

These three methods, aided by readers in the Pittsburg papers, constituted the whole plan of advertising, which proved profitable beyond the most sanguine anticipations. It is safe to say Ocean Grove was never so well advertised as during the past year.

You
Can Not Reach
Readers of

The Sun

Through
Any Other Daily
Publication.

Address,
THE SUN, New York.

SHE EDITS THE "WHIRLPOOL."

To a San Francisco woman belongs the distinction of being the only woman editor and proprietor of a newspaper throughout the length and breadth of the great Yukon region.

Clara E. Wright, petite and plump, and just past thirty years of age, bears this distinction. "It's just a matter of business," she says. "I find it pays."

And such a unique publication as the Rampart City *Whirlpool* is! Nothing to equal it can be found anywhere in the United States. Established in January of the present year as a twelve-page monthly publication, its advertising business has increased to such proportions that the energetic publisher has had to just double the number of pages, while the circulation far exceeds the total population of the place of its publication.

And this, too, with the paper selling at $1 a copy—no reduction for term subscriptions.

Did you ever stop to consider the labor involved in getting out an ordinary newspaper, with its almost human Mergenthaler typesetting machines, its corps of news gatherers and editors and its lightning presses that turn off many thousands of copies an hour? If you have, make another pause and give thought to the labor devolving on this undaunted California woman, with not a soul to assist her but her daughter. There is not a single type in Rampart City (Mergenthalers are unheard of there), a printer's "stick" would be a curiosity, while there is not even a cider press, much less a printing press, nearer than Dawson, some hundred miles away.

How is the *Whirlpool* published then? A plain, ordinary typewriter does it all; that is, with the manipulation of Mrs. Wright and her daughter, Doris.

In the old days in San Francisco Clara Wright supported herself and little Doris after the death of her husband, ten years ago, by stenographic work, and when she went to Alaska in June of last year she took along the machine that had long been the means of her livelihood here. That machine is now proving a satisfactory substitute for Mergenthaler linotypes and Hoe presses. Advertisements and reading matter, editorials and headlines are all the same, capital letters doing service for all display type, while small ads and reading matter go in lower case letters.

When she went to Rampart City in '98 no thought of starting a newspaper entered her head. She had gone to that country for gold, and the precious metal lay buried deep in the ground. She made a personal inspection of the different creeks and gulches in the district and located several claims, while she acquired an interest in several others that had been located. After the streams froze up and deep snow covered the ground Mrs. Wright made frequent long trips to the claims, enduring perils that many strong men shrank from. Mrs. Wright conceived the idea of starting a newspaper upon her return from one of these trips, when the intensely cold, dreary, sunless days afforded little opportunity for a woman of her energetic temperament to "do something." So in January of this year the Rampart *Whirlpool* began its career.

The first number was a wonder from a journalistic standpoint. Not a sheet of white paper, or even the finer quality of brown could be obtained at any price—there was none in all that vast, desolate region—and even the coarser grades of wrapping paper were held at a premium. Finally, after ransacking every business place in town, Mrs. Wright found a quantity of reddish brown paper, almost as thick and heavy as pasteboard, and with this and her typewriter got out the first paper published on the American side of the Yukon. It was sixteen pages, eight by twelve inches, bound and neatly stitched by the publisher on her sewing machine, and every copy was sold as soon as it was bound, miners standing in line in front of the *Whirlpool* office waiting their turn for the privilege of paying $1 a copy for the little sheet.—*San Francisco Examiner.*

THE advertiser who pursues the methods of a few years ago is the dying advertiser of to-day.—*D. M. Lord.*

The Denver Republican

AN UNPRECEDENTED GAIN.

ADMITTEDLY SUPREME IN ITS FIELD.

Emphasizes Its Lead in... Advertising by Making an Extraordinary Showing for The Month of August.....

108 *Per Cent Gain in Number of Want Ads.*

105 *Per Cent Gain in Number of Lines of Wants.*

33 1/2 *Per Cent Gain in All Kinds of Advertising.*

Number of Wants published in August, 1899....	14,447
Number of Wants published in August, 1898....	6,927
Increase	***7,520***
Number Lines of Wants published in August, 1899.	98,850
Number Lines of Wants published in August, 1898.	48,150
Increase	***50,700***
Total Number of Lines Advertising (all kinds) published in August, 1899	333,450
Total Number of Lines Advertising (all kinds) published in August, 1898	249,825
Increase	***83,625***

A MATCHLESS AUGUST RECORD.

THE S. C. BECKWITH SPECIAL AGENCY

SOLE AGENT FOREIGN ADVERTISING,

TRIBUNE BLDG., NEW YORK. THE ROOKERY, CHICAGO.

CATCHY RESTAURANT SIGNS.

By John C. Graham.

Almost every middle class restaurant in this and other large cities is well supplied with wall cards that tell the name and price of various dishes. This is a great convenience to the patrons of the establishments, and the cards may be instrumental in selling certain dishes. At the same time they are usurping the duty of the regular bill of fare.

Inasmuch as printed or written bills of fare are usually put upon the tables of the average restaurant, and the price of every dish is generally shown thereon, I think the wall announcements might be put to better use than they are. Supposing that a dozen or more attractive and appropriate advertisements were scattered round the room, say over each wall table, would they not do more good to the place than a repeated mural bill of fare?

Something after the following styles of cards would, I think, meet with the approval of the regular guests and interest the casual ones.

Regular patrons desiring favorite dishes not on our usual bill of fare, can have same prepared to their order by notifying the waiter.

We secure the best food the market affords, employ the best cooks and waiters the city affords, and fix charges that all can afford.

If you can suggest any way in which we can add to your comfort or improve our service, please let us know at once.

"Fish, flesh, fowl and fruit
Here must be beyond dispute.
All we serve is fresh and sweet,
Fit for any king to eat!"

When you pay your check, please report any inattention on the part of the waiters. They are paid to see that you are satisfied.

Food, service and price are the three claims we make for public patronage. We believe these claims are allowed by our patrons.

A dissatisfied guest would be a reproach to the house. If you have a complaint, kindly tell us about it.

Please don't hesitate to send back any dish that is not to your liking. Our cooks are expected to give complete satisfaction.

Speak of the place as you find it. We want to make it known as the best restaurant in the city. If we don't yet know how, we are ready to learn.

SHOP MOTTOES.

Cheapness certain.
Quality undoubted.
Silks sure to suit you.
If it's here it's all right.
Satisfaction at any cost.
Nuggets of shining value.
The best here is not dear.
We are here to correct faults.
Goods that are almost too good.
Textiles worth trying and testing.
Pass us by if nothing appeals to you.
No goods are dear purchased here.
Nothing is nice at twice our price.
"Cheap" and "good" are understood.
Nominal prices for phenomenal goods.
It is our profit to cater to your benefit.
If you are in doubt to-day, come to-morrow.
What you want, for what you want to pay.
We aim to renew the new customer's trade.
Things from every clime climb into our store.
The texture of our textiles we ask you to test.
We covet confidence and challenge competition.
What other stores do well we strive to do better.
We have all you expect, and surpass all you imagine.

EVERY DAY.

Every day's advertising adds to the advertiser's knowledge. Every day he should know a little more about it. By correcting errors, by improving here and there, by taking advantage of opportunities and conditions as they come up, he puts himself in position to get results.—*Sacramento (Cal.) Bee.*

Speaking of Expansion

One of the most recent examples of expansion in circulation, popularity and advertising prosperity is presented by

The Commercial Advertiser

"The most interesting evening paper in New York."

50% Increase in cash receipts for sales of the COMMERCIAL ADVERTISER during May, 1899, as compared with May, 1898.

368% Represents the increase in real estate advertising in its columns for the month of May, 1899, as compared with May, 1898.

197% Is the increase of instruction advertising for last year over 1897.

151% Increase in publishers' advertising for May, 1899, over May, 1898.

190% Increase in financial advertising for May, 1899, over May, 1898.

A GREAT FRENCH STORE.

A series of articles describing the commercial rise of successful and wealthy Frenchmen is being published in the *Matin*. The first article is devoted to M. Chauchard, founder of the magnificent Louvre.

The idea of creating the Louvre originated with M. Chauchard. It is a question, however, whether in his wildest dreams he ever hoped to attain such marvelous results.

M. Chauchard entered business upon graduating from Henry IV. College. At that time the great shops were La Belle Fernuère, La Villa de Paris, La Coin de Rue, La Chaussée d'Antin and Le Pauvre Diable. He entered the last. It was a modest début. The young shopman did not start even. It cost him $200 to be initiated into the mysteries of the trade.

At the end of his apprenticeship the graduate of Henry IV. College was deemed worthy to earn his $5 a month. Every year his salary was raised $20. He went through the routine, became an assistant shelf clerk, then chief shelf clerk, or buyer, at $40 a month.

There was nothing more for him to hope for in the shop. In such a situation two courses were open to the bold and enterprising, either to marry the daughter of his employer, continue the traditions of the place and step into his shoes, or to strike out for himself with his own money or with the money of other men.

M. Chauchard chose the latter course.

At that moment Paris had begun to transform herself. The "Haussmannizing" had begun. Between the dwelling place of the ancient kings and the gallant memories of the last century rose the Hotel du Louvre, squaring itself proudly in the Place du Palais-Royal, the Rue de Rivoli, the Rue de Marengo and the Rue St. Honoré. Without ceasing the workmen were laboring upon it.

The clerk without a counter stopped like every one else before the new building that was striking a modern note in the very center of the capital. He said to himself that a grand shop in one corner of the structure would not be badly located, and that the owners ought to take kindly to the idea.

He learned that the rising palace belonged to the real estate corporation of which M. Emile Pereire was president.

Mme. Lepsic, a friend of the young man's mother, obtained him a letter of introduction.

Full of confidence, the young man called upon M. Pereire and managed to convince him that his plan was good. He obtained the lease of a small part of the building, measuring 100 métres, in the Rue St. Honoré, forty-four métres in the Rue de Margeno and twenty métres in the Rue de Rivoli, the ground floor and the mezzanine.

He required funds for the purchase of stock, and obtained them from a dealer. He also needed a partner, and his barber, to whom he confided the need, introduced him to the chief of the silk department in the Ville de Paris, M. Hériot, who was tired of his position and looking for something.

The work of fitting up the store was delayed, so that it opened at an unfavorable time, on July 9, 1855. Though the first results were not favorable, a short time afterward the Louvre Store Company was formed with a capital of $220,000, and with two responsible managers, MM. Chauchard and Hériot.

The shop which at that time did the largest business was the Ville de Paris, with a business of $1,500,000 a year. Four years after its foundation the Louvre reached this figure. In 1866 it rose to $2,600,000, and in 1869 to $5,000,000. The war of 1870-71 caused the receipts to fall to $1,000,000, but in 1873 they had risen to $6,500,000. M. Hériot died in 1879, leaving an estate of $15,000,000. Two years later M. Chauchard pushed the receipts above $20,000,000.

M. Chauchard's activity was immense. He received all comers in his great store, talking with each, choosing his goods, issuing orders and discussing new ideas. To stimulate his employees he adopted various ways to interest and reward them.

M. Chauchard remained thirty years at the head of his store and retired with a fortune of $600,000 a year.—*Crerand's Cloak Journal.*

THE SAINT PAUL

DAILY GLOBE

Occasionally an advertising manager, having failed to penetrate the situation, omits the SAINT PAUL DAILY GLOBE from his calculations for Minnesota advertising.

What an error this is will be seen when the fact is stated that the SAINT PAUL DAILY GLOBE is the Only Democratic Paper in a State in which the vote in the Presidential Election of 1896 stood as follows: Rep., 193,501; Dem., 139,626; Pro., 4,365; G. Dem., 3,230; Social Labor, 915.

The population of Minnesota is 1,301,826, or approximately four persons to each voter, indicating that at the lowest estimate over 500,000 of the total population adhere to the Democratic column, and will therefore prefer and be influenced by a Democratic paper, if any.

The daily average circulation of the GLOBE during the entire year of 1898 was 22,012 copies. The daily average circulation for the first six months of 1899, for the daily edition, has been over 22,500 copies and for the Sunday edition, over 26,000 copies.

A moderate rate is charged for advertising space and estimates will be furnished by the Home Office, or by Williams & Lawrence, 87 Washington Street, Chicago, and Charles H. Eddy, 10 Spruce Street, New York City.

THE SAINT PAUL

DAILY GLOBE

THE DEMONSTRATOR.

A MODERN METHOD OF ADVERTISING PATENT FOODS—BOOTHS IN DEPARTMENT STORES—WAGES AND HOURS—AN ENGLISH WOMAN'S EXPERIENCE.

The white-aproned girl who serves the public with "a delicious dessert, prepared in one minute," or "the only perfect breakfast cereal," is a feature of modern advertising. The pure-food show is responsible for her appearance. The first show of this kind in this country was opened in New York City in 1886. The demonstrator was a novelty then, but she has now become a familiar figure, not only at food shows, but at State and interstate fairs, as well as in grocery stores in every city and large town.

The department stores offer her the most favorable field. In many of these permanent booths are erected, which are rented to manufacturers of patented food preparations. An engagement to demonstrate in a first-class department store is the ambition of the girl who has served an apprenticeship in corner groceries or "on the road." Some, of course, enjoy going from place to place, but the life has its drawbacks. Most of the women employed are young, and some are pretty.

"It isn't pleasant for a young girl to travel about alone," said one of them, "and as for food shows, I won't be in them. It's extremely hard work serving a crowd of people and talking all day long besides. And at the shows they expect the girls to attract as much attention as the article they're selling. There are girls that don't mind, and there's some that do mind, but need the money, and so they take the work I don't have to. I've been here three months, and I expect to stay till next May. I'd be here the year round, except that soup isn't a good seller in summer. Soups, cereals, cocoas and pancake flours are winter articles. Summer's the time for jellies and quick desserts and cooling drinks. The worst of the business is that a job generally doesn't last long. Some houses send out demonstrators for just two or three months out of the year. Tea sells about the same in any season. The tea-lady over there is busy the whole year."

The temporary nature of the work is partially compensated for by good wages. Beginners receive $6 or $8 a week, but to experienced persons $12 is commonly paid. Fifteen dollars and even higher is given in some cases. The hours are short, nine o'clock to five-thirty, with an hour for luncheon, being the rule, except in stores which require demonstrators to keep the same hours as their own salespeople.

One firm keeps six demonstrators employed regularly in New York City and its vicinity, and has had fifteen at work at one time in Chicago. When so large a corps is maintained a superintendent is sometimes employed to arrange the routes and engage accommodations for those on the road, and to supervise the entire force. Few concerns, however, send out more than from two to six demonstrators at once, and these are responsible to the manager or agent for the house.

An inexperienced hand is generally assigned to a competent demonstrator to receive a course of training before being sent out by herself. One who has had experience receives instructions merely as to the merits and proper preparation of the article. Unless its preparation is exceedingly simple, she experiments with it at home, inventing, if possible, new methods of cooking or serving. If its composition or any special process of its manufacture is to be explained to the public, she must post herself, not only on these points, but on those in which it differs from rival articles of the same class. Of course, there are those who handle wares demanding little skill in preparation, and whose recommendation is little more than the assertion that "this is our brand, and our brand is the best."

The demonstrator is allowed a day or two to get her booth in order. She is usually given a letter of introduction to the buyer of the grocery department. Unless her outfit of cooking utensils, dishes and other useful things has been supplied to her, she purchases it

most frequently from the store she is to be in. Where several demonstrations are going on at one time there is no little rivalry in the matter of the attractive appearance of the booths. Artistic and housewifely instincts have a trade-value when brought to bear on the arrangement of stock, the selection of china and the care of glassware and linen. Fancy costumes and other spectacular features were formerly much relied upon to attract custom; but manufacturers have learned that if they have a really meritorious article to put on the market, it is more important to employ a tactful and intelligent woman to demonstrate its merits than to rely on fancy dress.

Ability to make sales must be supplemented by the faculty of giving clear instructions for the use of the article sold. Nor is the average customer a docile pupil.

"Won't you try a dish of this?" smilingly inquires the demonstrator of a woman who draws near.

"No, I don't care about it," replies the woman addressed. "I bought a package of that and it was no good."

"Did you follow the directions on the package?"

"Oh, I don't bother with the directions; I know how to cook oatmeal. Well, no; it didn't seem just like this," she admits, after consenting to taste. The demonstrator seizes the opportunity, and presently the self-confident cook is heard to say, "Well, I s'pose there is a lot in the cooking. Yes, I'll take a package; I threw the first one away."

"There's plenty like her," remarks the demonstrator, as with her eye on three women hesitating between her booth and that of a rival, she ostentatiously fills up her cream pitcher, and sets out three saucers and spoons. "And the less they know the harder it is to teach 'em. Will you try our new cereal, madam?" After making another sale she casts a look of triumph at the girl opposite and turns again to the bystander.

"To succeed in this business you need to be patient, polite and persistent in a nice way. I don't urge people to buy, but I don't let them get away before I've told them all the points of the thing I am selling. I don't mind serving the same one several times, either. I generally make a customer of her in the end. Of course, we are imposed on sometimes. About noon a lot of women come up here who don't think of buying I've heard one say to another, 'Let's try everything, and we won't have to pay for a lunch.' I give such people the smallest quantity I can. Why, the other day, when I was out at luncheon, a woman came up here and fixed her child a whole saucer of mush. She took the cream and sugar out from under the shelf, with never a word to anybody. Nobody happened to see her till it was all done. Oh, I have a good chance to study human nature. Some people ask me very pleasantly for a sample and some come up and say, 'I want some of that.' But the worst are those who go to the food shows. They expect to eat a meal and take home provisions for a week. We have some of the same sort here, 'rounders,' who stop at every booth to taste the goods and get all the samples they can. We never refuse, but you can be frigid enough to make them uncomfortable."

The tea booth in this store is in charge of a cheery Englishwoman, with an Englishwoman's knowledge of tea. Her row of cozy-covered teapots and the numerous cups indicate a generous patronage. For seven years she has been at this stand and counts her regular customers by the hundred. She orders her own stock, and has charge of the interests of the tea-importing house she represents.

"Sugar?" she inquires, removing the cozy from one of her teapots; "no cream, did you say?" and she pours the customer's tea into a glass cup, while those who take cream have their tea in china.

"I always like to serve the clear tea in glass," she explains. "It's the Russian custom, you know, and the tea looks much brighter and clearer.

"Hardly any demonstrating is done in England," she replies to an inquiry. "The English are more conservative, care less for variety. They know what they want and get it. One American firm tried

demonstrating clam bouillon, beef extract and such things in London, but they only lost money. There are few department stores in England. Tea is sold by dealers who sell nothing else, or by druggists. 'English breakfast tea' is just a trade name for a certain blend much used over there. You'll find the same tea sold under different names in different places. In one Western city I found a certain kind of tea very popular. I bought a package of it, and discovered what it was. Then I made the same mixture from our own grades of tea, and was ready to supply people who liked that blend. In a short time I had knocked the other tea out of the market. I pick up and use every bit of information I can get about tea or the tea trade. To be successful, you must be on the alert all the time.

"It is important, too, to win the confidence of customers. Every regular customer I make is almost sure to bring me two or three more. Judicious giving is another thing that pays. In cases where I have recommended it, our house has given as much as twenty pounds of tea to a church fair and gained enough custom to make the donation well worth while—a hundred customers in one instance. A tea-room started by another agent and myself at a seaside resort proved a big success. A firm sent us down there merely to give us something to do in the dull season; they did not expect to make anything out of it. But they did well, and the success of the experiment led them to establish tea-rooms at other resorts."

"Demonstration is one of the very best methods of advertising," declares a representative of a leading New York house. Certainly it is growing in favor with advertisers. The poster and the magazine ad reach a great number of people, but will not be as likely to make a customer of the reader as will a slice of the real thing served by the woman who made it. The up-to-date advertiser takes a hint from the modern educator, who does not trust to one carrier the message he intends for the brain, but sends it by as many routes as possible. Four; eye, ear, smell and taste, are all appealed to at the demonstrator's booth.—*New York Evening Post.*

COPYRIGHTING NEWS.

The English law of copyright has been extended so as to protect newspapers and news agencies for eighteen hours. This, however, does not cover domestic news of a special character. But the scope of this protection seems to be further extended by the recent decision in the English High Court of Justice, which granted the London *Times* an injunction restraining a publisher from reprinting speeches of Lord Rosebery taken from the *Times*. The court held that the reporter had a copyright in his report, and that this copyright had been acquired by the *Times*. The question of copyrighting news is large and manifestly one that is not easily settled. A restriction too rigid would amount to an embargo on intelligence, while at the same time the expenditure of labor and means to acquire news undoubtedly creates a property value, title to which should rest in the creator in some way. The time limit might cut a figure in deciding titles of this sort. The newspaper, for example, might copyright news in one issue; but would it be reasonable that that copyright should extend longer than the next issue of the paper?—*Indianapolis (Ind.) News.*

EXPERT RECOMMENDATIONS.

Two burglars, after working on a safe all night, acknowledged themselves completely baffled by the new combination and were gathering up their tools in disgust.

"Say, Bill, I'll tell yer how we kin make something out o' this job."

"W'at yer mean?"

"Let's hunt up the manufacturer of this safe and sell him our testimonials."—*Ohio State Journal.*

ILLUSTRATED ADVERTISEMENT.



WANTED, PARTNER WITH $20,000.

ADVERTISING THE "LUCKY CURVE."

The Parker Pen Co., of Racine, Wis., do some attractive advertising. In answer to an inquiry from PRINTERS' INK as to some particulars regarding it, the company replied as follows:

We attribute our success, or at least part of our success, to the fact that we have been somewhat judicious advertisers ever since we have been in the business. We have always made it a point to give a reason for our faith in our fountain pens, and in most of our advertisements have told wherein our fountain pens are different and better than the fountain pens then on the market. This has been especially true of the fountain pen which we now sell, known as the Parker "Lucky Curve" Fountain Pen. We have used cuts illustrating this, showing how the pen is different and better than the old style pens, and we seldom fail to omit that the pen has no threads to break, no joint through which the ink can ooze to soil the fingers, no old fashioned nozzle. People who are at all familiar with the subject of fountain pens recognize that a fountain pen that has these qualities is vastly different and should be better than the fountains with which they are familiar. As a result, they have been buying the pen when it has been shown to them by a dealer.



Another thing to which we have attributed the success of our fountain pens is the catch words, "Lucky Curve," which apply to the curved end of the feeder used in our pens. It is something that is easy to remember, and we have found that many customers have insisted upon having the "Lucky Curve" when they had forgotten the real name of the fountain.

We entered the fountain pen market when the trade on high-grade fountain pens was practically con-

trolled by two companies. These companies never lost an opportunity to slander our pens whenever opportunity presented. As a rule, we made capital of it and profited by it, and it has helped our business materially. We have followed the plan of treating our customers as we would like to be treated were the relative positions reversed, and it is upon this plan that we have built our trade from a very humble beginning to the extensive business it now is. We think of all the advertisements we have ever run, the inclosed has been the most effective and brought us the best returns, although just why this is so, we are unable to say. This particular advertisement has not been run very long, but long enough so that we have received excellent returns from it—more so, in fact, than from any other advertisement we have ever run.

THE WRONG INSTRUMENT.

By Clifton S. Wady.

I saw a living parable for advertisers to-day.

A blind man sat on a sidewalk-edge playing a guitar.

The sidewalks were crowded. Wagons and trucks were rattling along and the noise of the city's daytime stir went up in great waves.

Nobody heard that instrument.

Probably there isn't a more soft and unobtrusive sound than the music of a guitar; and it was not to be wondered at that the player failed to make himself heard.

There's many an advertiser "playing the wrong instrument"—advertising through an "organ" the voice of which is hardly heard amid the world's crowd of periodicals.

The ad he puts into it may be soft and musical, too—and doesn't attract attention.

That blind man needed a drum!

A POINT.

People have a habit, in going through an illustrated book, of first looking at the pictures and reading the explanations underneath them. Taking advantage of this habit the advertiser can score some strong points by putting them underneath his pictures.—*Advertising Experience.*

SIGNS ON GATES.

Mr. H. B. Shea, of Lenox, Iowa, has struck an idea in advertising his business on red gates that have been distributed among the farmers in that part of the country. Mr. Shea outlined the plan as follows: "Some time ago a new lumber concern engaged in business in our town, and as an advertising scheme distributed gratis 100 large gates among the farmers in the vicinity of Lenox. These gates were of all sizes, and were painted red, the advertisement of the lumber concern appearing in a conspicuous place. The conditions under which the farmer accepted the gate were simply to use it for the purpose for which it was intended, and place it in a prominent place by the roadside. We bought the privilege of placing our sign on the whole hundred gates, and as both sides were lettered in white, a passer-by will be blind, indeed, who does not see our firm name and the accompanying ad. We expect the red gate to be a good trade puller."—*Chicago Dry Goods Reporter.*

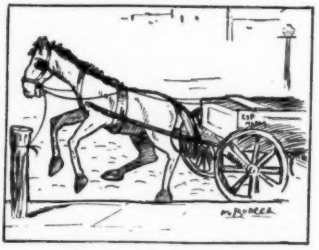
ADVERTISING IN CUBA.

The American advertiser has a verdant field before him in Cuba. Practically no advertising is done there and the plans and schemes of the Yankee shopkeeper are yet to be introduced. Incidentally a few articles of merchandise are placed in Havana shop windows, but there is no attempt at window dressing after the artistic fashion which is carried out here; seldom is anything displayed outside the shop door; nothing more pretentious than the simplest sort of a signboard adorns the store front. All sorts of odd names are given the shops, the English definitions of which have no relation whatsoever to the business carried on inside.—*Buyer and Dry Goods Chronicle.*

HOW IT PAID.

"I paid a shilling for my binder twine this year," said a Northern Illinois farmer, "while my brother-in-law a mile or so down the road got his for nine cents. He read the advertisements in a farm paper he takes. I didn't take the paper. He laughed at me yesterday and said he saved enough on that one deal to pay for the paper all the rest of his life. And I guess he did."—*Agricultural Advertising.*

ILLUSTRATED ADVERTISEMENT.



DRIVER WANTED AT ONCE.

STARKE'S THREE GRACES.

NEW YORK, Sept. 5, 1899.

Editor of PRINTERS' INK:

It affords me great pleasure to inform you that I have concluded arrangements to represent the Indianapolis *News*, in connection with the Washington *Star*, the Baltimore *News* and the Brooklyn *Eagle*. This gives me four of the highest class evening papers published in the United States. Each paper is the leader in its territory and thoroughly covers the field. They are independent politically, accept only the better class of advertising and reject many thousand dollars' worth of business in order to keep their columns clean, thereby making them strictly home papers.

No discrimination, no favoritism, no humbug of any kind is practiced, and there is absolutely only one rate for advertising, which is a low one in proportion to circulation, standing, etc. Respectfully yours, M. LEE STARKE.

PAN-AMERICAN PUBLICITY.

Office of
"OXFORD COUNTY ADVERTISER."
NORWAY, Me., Aug. 26, 1899.

Editor of PRINTERS' INK:

Witness the postage stamp cancellation from Buffalo, N. Y. They have persuaded the United States govern-



ment to help out their advertising of the Pan American Exposition in 1901 by telling about it in the cancelling stamp. Just think of the mighty possibilities of this method! Very truly,

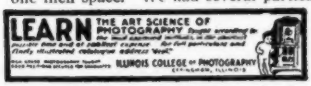
D. C. CLARK.

EASILY SATISFIED.

EFFINGHAM, Ill., Sept. 1, 1899.

Editor of PRINTERS' INK:

Inclosed find proof of electro which we paid Binner, of Chicago, $16 to design, and with which we are very much pleased. We have been trying for the past three years to get a suitable cut that would tell our story in a half or one inch space. We had several parties



suggest designs, charging $2 or $3, but none of them were in the least satisfactory. Should like to have your criticism on the same, through PRINTERS' INK. Thanking you in advance for the attention, we are, yours very truly,

ILLINOIS COLLEGE OF PHOTOGRAPHY,
Per L. H. Bissell, Pres.

IN ADVERTISING OR ELSEWHERE.

One jerk won't pull your wagon to the top of the hill of success.—*Agricultural Advertising.*

ONE MAN'S ACCUMULATIONS.

NEW YORK, Sept. 9, 1899.

Editor of PRINTERS' INK:

A dealer in bicycle sundries at Nahant, Mass., named Mellen, advertises his graphite, oil, etc., as "Mellen's Food for Bicycles."

The paper of the new Criterion Theater in New York City carries this line: "The Criterion Theater is no theater to go by." Yours truly,

EARNEST ELMO CALKINS.

FARMERS LIKE SCRIPT.

Said Mr. Edward Thompson of O. E. Thompson & Sons, Ypsilanti, Mich.: "Last year we had a discussion in the office on the comparative value of typewritten and script-written letters in going after customers, and finally to test the matter we took a dozen inquiries and answered them by a script letter. From the script letters we received seven or eight orders, and from the typewritten letters we got no orders. Of course we do not consider this final—we haven't thrown away our typewriters yet—but I am convinced that we can get closer to the farmer when we sit down and write him a personal letter than we can by a typewritten letter that looks and sounds like a circular. He rarely fails to acknowledge the former, while he does not seem to think the latter kind requires an answer."—*Agricultural Advertising.*

STRONG STATEMENTS.

Strong statements do not make strong advertisements. The strength of all advertising phraseology lies in its truthfulness, or rather its apparent truthfulness.—*Dry Goods Economist.*

ADVERTISING must have some force, some enthusiasm in it. It must have straight facts about the business. It must tell in one way or another why it will be to the advantage of the prospective customer to trade at this place.—*Trade Register.*

ILLUSTRATED ADVERTISEMENT.



ADVERTISER DESIRES TO SECURE HORSE AND WAGON IN GOOD RUNNING ORDER.

NOTES.

THE Illinois Engraving Company of Chicago issues a brochure of "Twelve Proofs in Half-Tone from Reproductions of Famous Paintings and Etchings."

THE Authors and Writers' Union of Chicago publishes, at 50 cents, "Short Story Writing: a Practical Treatise on the Art of the Short Story," by Charles Raymond Barrett, which aims to give directions on all phases of the subject.

A RECENTLY filled panel on the surface cars reads:

"Tickles the taste of saint or sinner,
And makes them doubly glad for dinner"—
CAMPBELL'S CONDENSED SOUPS.

THE Springfield Publishing Company, Springfield, O., will within the next two weeks begin the publication of a new morning eight-page penny paper, called the *Daily Press*. It will have the full New York *Sun* telegraphic and cable service, the most complete and expensive news service in the world. No other Ohio newspaper has it.

THE first parcels post agreement between the United States and a country in Europe has just been signed with Germany. Under the old regulations, samples could be sent by mail as long as their weight did not exceed eight ounces. Under the new regulations articles of merchandise may be exchanged by mail between this country and Germany, provided they are put up in packages which do not exceed eleven pounds in weight. This is not confined to samples.—*Mail Orders.*

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

SUBSCRIPTION premiums wanted for use by first-class monthly farm and stock paper. Address FARM AND TRADE, Nashville, Tenn.

WANT perfecting press in good condition. Prefer one that will print six pages. State price. Address "PROGRESS," Printers' Ink.

PRINTERS' INK is not satisfied with the paper it uses, and invites samples of better paper and prices. Address PRINTERS' INK, New York.

NEWSPAPER man, eight years' experience on big Philadelphia dailies, desires position on country newspaper, on account of health. "E.F.S.," 725 No. Sixth St., Philadelphia.

HALF-TONES (quality guaranteed), one col. $1; ½ doz. $5. Two col. $2; ½ doz. $10. Larger, 10c. per square inch. Send good photos. BUCHER ENGRAVING CO., Columbus, O.

FERNALD'S NEWSPAPER MEN'S EXCHANGE searches out competent editors, reporters and adv'g men and recommends them to publishers. No charge to employers; registration free. 21 Besse Bldg., Springfield, Mass.

WANTED—One or two first-class subscription solicitors to work on well known trade journal. Must come well recommended and have had experience. Liberal terms. Address "G. H. G.," care Printers' Ink, New York.

POSITION wanted by young man, 22; understands operating linotype machine, capable assistant machinist on same, experienced at office work, reporting and proofreading. $15 per week. Non-union. "F. L. C.," Printers' Ink.

WANTED—An experienced subscription book manager to manage agents for very large publishing enterprise. A fine opening for the right man, with salary and interest in sales. Address, giving full statement of experience and references, "OPPORTUNITY," Printers' Ink.

WANTED—Young man, exp., for ad and job hustling, live daily, city 40,000. Active, sober. Refs. State salary. "B. W. W.," Printers' Ink.

WANTED—Two good second-hand Wetter Numbering Machines No. 1, style K. Send price of them. E. SULLIVAN & CO., Willimantic, Conn.

ORDERS for 5-line advertisements 4 weeks $10, in 125 Wisconsin newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York. This price includes PRINTERS' INK for one year.

MAILING MACHINES.

PAN-AMERICAN, Matchless Mailer, pat. Jul.'99. REV. ALEX. DICK, 43 Ferguson Ave., Buffalo.

ENGRAVING.

YOUR name handsomely engraved on aluminum card case and 100 cards for 50 cents. TRIBUNE PUBLISHING CO., Memphis, Tenn.

PRINTERS.

IF you are a believer in *printing that makes a hit*, it will pay you to send your order to THE LOTUS PRESS, Printers, 140 W. 23d St., N. Y. City.

LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? THE MEN OF LETTERS ASS'N, 557 Greenwich St., N.Y.

ADDRESSES AND ADDRESSING.

6,200 NAMES, being all taxpayers of Callaway County, Mo., 1899, arranged alphabetically, with occupation and p. o. address, corrected up to April 1, 1899. Price $5. W. D. THOMAS, Fulton, Mo.

HALF-TONES.

ART ENG. CO., Riverdale, Md. High-grade engravings reasonable. Send for estimates.

PERFECT copper half-tones, 1-col., $1; larger, 10c per in. ARC ENGRAVING CO., Youngstown, Ohio.

ANNOUNCEMENT.

THE present manager of a Western paper will be open for engagement on and after Nov. 1st. Thirteen years' experience in the various branches of the business and with leading papers of the country. Thirty-five years old, married, sober, and all the testimonials required. Address "NEWTON," care Printers' Ink.

FOR SALE.

MAKE offer for splendid double cylinder Hoe press, now running but to be replaced by web press. Address "BARGAIN," Printers' Ink.

MAILING type for sale. About 2,200 pounds of long primer roman and boldface; good proportions, in excellent condition. Apply to CHAS. T. BUNCE, P. O. Box 192, New York.

BOOKS.

EVERY newspaper, periodical and advertising agent should have McKittrick's Directory of Advertisers of Greater New York and Vicinity. It contains 2,700 of the most prominent advertisers and the names of their advertising managers or agents to whom to apply for advertising business. Sample pages sent on request. Price $5. THE McKITTRICK TYPO-LITHIC PROCESS, Publishers, 108 Fulton St., New York.

ADVERTISING AGENTS.

JONES.

JONES, 42 World Bldg., N. Y.

WRITE to CHAS. F. JONES, Advertising Agent, 42 World Bldg., N. Y., writing, illustrating and placing of advertising. Correspondence and booklet free to business men.

SUPPLIES.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., L'td. 13 Spruce St., New York. Special prices to cash buyers.

NEWSPAPER INFORMATION.

FOR latest newspaper information use the latest edition of the AMERICAN NEWSPAPER DIRECTORY, issued September 1, 1899. Price, five dollars. Sent free on receipt of price. GEO. P. ROWELL & CO., 10 Spruce St., New York.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

MAKE your own half-tone plates. Do your own photographic work and etchings. Plants installed. For further particulars address "EXPERT," care Printers' Ink.

I DRAW DRAWings that DRAW business. C. W. BRADLEY, Mooney Bldg., Buffalo, N. Y., manufacturer of business reading with pictures. 3c. stamp for price list, etc.

NEWSPAPER BARGAINS.

A DANDY weekly in New York, $2,500 cash. One for $2,000.

Two weeklies in Northern New England (two plants, one owner, a monopoly of the territory); requires about $4,500 cash. A great business.

Two well located weeklies in New England, $2,000 each—one-half cash.

A good daily in Tennessee, $7,500—one-half cash.

One of the best and largest dailies in New England. Such an opportunity is seldom offered, $50,000, easy terms to a reliable newspaper man.

Three great chances in the West—dailies and weeklies.

Several other good opportunities. Send for my special list.

C. F. DAVID, confidential broker in newspapers, Abington, Mass. 23 years' experience.

ADVERTISING MEDIA.

GENERAL INFORMATION, Binghamton, N.Y. 5c. line. Close 24th. Sample for stamp.

40 WORDS, 5 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.

ADVERTISERS' GUIDE, Newmarket, N. J., 8c. line. Circ'n 4,000. Close 24th. Sample free.

ANY person advertising in PRINTERS' INK to the amount of $10 or more is entitled to receive the paper for one year.

THE ROCHESTER COURIER is a live weekly, printing 1,700 papers each week, in a busy manufacturing town of 9,000. COURIER PUBLISHING CO., Rochester, New Hampshire.

PACIFIC COAST ADVERTISING—A monthly exponent of Western publicity; subs with *free* advice on 1 reports on papers you use, 50c. stamps. W. D. CURTIS, 223 West Second St., Los Angeles.

FARM AND TRADE guarantees over 10,000 circulation for its July issue. Ads must reach office by July 10th to insure insertion. Rate $1 per inch for one inch or a hundred inches. Best class of readers on earth for advertisers. FARM AND TRADE, Nashville, Tenn.

ABOUT seven-eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. P. ROWELL ADVERTISING AGENCY, 10 Spruce St., New York.

SUNSHINE HERALD.

S A monthly household magazine for the whole family. A live, up-to-date paper. Interesting, neat. Each issue mailed 25th month preceding date of paper. No back numbers. Price is right. 25c. per year. Single copies 5c. It pays to have a good friend. Fake advertisements not taken. Advertisement rates 35c. per inch; 10 inches to column; 3 columns to page. No discount allowed for space or time. Cash always in advance. Yearly contracts 50 per cent discount. Cash in advance. Forms close 1st mo. preceding date issue. SUNSHINE HERALD, 292 Graham St., Brooklyn.

ADVERTISING NOVELTIES.

NOVELTY calendars. CHICAGO ENVELOPE CLASP CO., Buchanan, Mich.

ENTIRELY new line for 1900 now ready. Orders for fall delivery should be placed at once. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

MECHANICAL calculating pencil. Ad novelty that sticks to business. Rich possibilities for mail order. 1,000 lots with name, 5c. Samples postpaid, 10c. PERRY, 189 La Salle St., Chicago.

WANTED—Advertising novelties and specialties; manufacturers and importers reach the trade direct through me. Correspondence invited. CHAS. B. ATWATER, Springfield, Mass.

ADVERTISEMENT CONSTRUCTORS.

JONES.

JONES, 42 World Bldg., N. Y.

MOSES & HELM, 111 Nassau St., N. Y.

WHITE. C. V. WHITE, Burke Bldg., Seattle, Wash.

PATENT medicine pullers. ARTHUR E. SWETT, 23 Hamilton Ave., Chicago.

SNYDER & JOHNSON, Advriters and Agents. Chamber of Commerce, Chicago. Write.

PROFITABLE ad matter written. Write CHAS. A. WOOLFOLK, 446 W. Main St., Louisville, Ky.

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

SOMETIMES rhymes and stories do excellent advertising service. I write both. MISS WOODLE, 6 Wall St., New York. Telephone 3001 Cortlandt.

NO stale ads here! All my work is original and fresh from the factory. Ads, catalogues written, illustrated, printed. PARKS, 432 Park Row Bldg., N. Y.

WRITE to CHAS. F. JONES, Advertising Agent, 42 World Bldg., N. Y., writing, illustrating and placing of advertising. Correspondence and booklet free to business men.

I WANT thirty cents and a copy of your ad (10 inches or less); if I can't improve it 50 per cent you get your three dimes back. FRANK HOCKING CHAPLIN, 248 Abbott St., Detroit, Mich.

IF you want ads written in language that's sensible and convincing, I can be of service. Send $1 with plenty of data for two ads that will make you order more. BENJ. SHERBOW, 2152 N. 30th St., Philadelphia.

JINGLES, rhymed ads, advertising parodies, rhymed catch phrases for show cards, and all forms of advertising verse. Attractive, distinctive, original. Samples and terms free. DAN BRUMMITT, Madison, N. J.

TO proprietors or managers of Department Stores in cities of 10,000 or less:

Daily ads for a whole year, $5.

There are 280 of these ads, newspaper only, all new and original, with the special sale plans in detail which have brought our sales up to over $300 per day within a year; they cover five lines complete, clothing, dry goods, carpets, draperies, etc., shoes and groceries. Commence with fall and winter and run to same period next year. Full instructions, plans and the entire 280 ads for $5. Send cash or p.-o. order to R. C. WESTON, Adv. Mgr. O. R. Co., Creston, Iowa.

BOOKLETS, ADVERTISEMENTS, CIRCULARS. I am in a position to offer you better service in writing, designing and printing advertising matter of every description than any other man in the business. I make the fashion in typographical display. I have charge of the mechanical department of PRINTERS' INK. No other paper in the world is so much copied. My facilities are unsurpassed for turning out the complete job. If you wish to improve the tone and appearance of your advertising matter it will pay you to consult me. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

Sixty Million Dollars To Spend

This immense sum of money is paid each year in wages by the industrial and manufacturing interests of Pittsburg. The mercantile and commercial interests of the city pay out in wages annually another amount almost as large. Most of these payments are made weekly. The bulk of this money is

AVAILABLE TO ADVERTISERS.

The surest and most direct way to reach it is through the advertising columns of

The Pittsburg Times

which is unquestionably the best advertising medium in Pittsburg.

DID YOU KNOW

The Pittsburg Times

which is unquestionably the best advertising medium in Pittsburg.

DID YOU KNOW

that in the Pittsburg district may be found:

The largest Bessemer plant in the world.
The largest crucible steel plant in the world.
The largest plate glass plant in the world.
The largest chimney glass plant in the world.
The largest tumbler plant in the world.
The largest air brake plant in the world.
The largest steel rail plant in the world.
The largest coke works in the world.
The largest tube and pipe works in the world.
The largest steel car works in the world.
The largest electric machine plant in the world.
The largest railway signal plant in the world.
The largest railroad and river tonnage in the world.

In this wonderful field of industrial and mercantile activity is published

The Pittsburg Times

the pioneer one-cent morning newspaper in the greatest city in the world. For twelve years it has been the leader in circulation in a community embracing three million people.

PERRY LUKENS, JR.,
Eastern Adv. Representative,
Room 29 Tribune Building, - - - - New York.

C. GEO. KROGNESS,
Western Adv. Representative,
Room 1634 Marquette Building, - - Chicago, Ill.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

☞ Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

☞ Being printed from plates, it is always possible to issue a new edition of five hundred copies for $30, or a larger number at the same rate.

☞ Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

☞ If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. $100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.
PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: No. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 50-52 Ludgate Hill, E. C.

NEW YORK, SEPT. 20, 1899.

THE art of omission is an important part of the art of advertising.

DE TOCQUEVILLE wrote: A newspaper can drop the same thought into a thousand minds at the same time.

THE basis of every good advertisement is facts. The method of presentation may be ingenious and attractive, but, without the facts, it will not produce business.

THE only method of determining whether a publication's advertising rate is low or not, is to compare the rate with the amount of circulation offered for the money.

THE advantage of the window as an advertising medium is that it brings the matter to the attention of the buyer at a time when the facilities to satisfy his desire are at hand.

N. W. AYER & Co., the well-known advertising agents of Philadelphia, claim credit in their advertisements for the Uneeda success. Says their announcement:

The advertising success of the century is that of "Uneeda Biscuit" and "Uneeda Jinjer Wayfer." The name "Uneeda" was coined by us. The name "Uneeda Jinjer Wayfer" was produced by us. The popular catch phrases, "Do You Know Uneeda Biscuit," "Everybody Knows Uneeda Biscuit" and "Now Uneeda Jinjer Wayfer" were originated by us. The advertising campaign was planned and is being executed in all its branches by us.

IF the quality of the circulation offered is the kind the advertiser desires to buy, he then wishes to know how much of that quality he can get for his money. To refuse him this information is to give color to the implication that the quantity offered for the money is far less than it is supposed to be.

FIRST discover whether the medium is the kind adapted to your purpose, before considering what it costs. Many an advertiser has floundered on the rock of "cheap" mediums from which he received no returns. The cheapest medium is the one that brings returns in proportion to its cost, no matter what that cost may be. The dearest medium is the one which costs little on the surface, but in which every cent spent is lost.

MR. NELSON G. HOLLISTER, 416 Broadway, New York City, an agent of the New York Life Insurance Company, issues a series of circulars advocating the procurement of endowment policies that is quite an advance on similar efforts in the same line. The Little Schoolmaster thinks they could be improved to a great extent, but as a pioneer effort to explain the mysteries of this method of saving money, they are extremely interesting.

THE adwriter who has been brought up among the common people possesses a distinct advantage over him who opened his eyes upon the world in more aristocratic surroundings. It is to the common people that the bulk of modern advertising is addressed; and he who knows intuitively just how they are influenced, and who possesses the capacity to talk as they talk, will have the greatest success in influencing them. In politics the same rule applies: the most popular men have always sprung from the ordinary mass; in the city of New York, for instance, the success of the governing class is due to its instinctive knowledge of popular moods and prejudices, enabling it to succeed against elements characterized by refinement and integrity, but unfortunately deficient in an understanding of the "masses."

PROPERLY following up the replies one gets from an advertisement is twice as important as obtaining the replies. The advertisement brings the inquirers, but it is the following up that makes customers of them.

THE classified advertisements in PRINTERS' INK, costing twenty-five cents a line of six words, are probably as eagerly scanned as any other part of the paper. Advertisers desiring to come into communication with adwriters, artists, engravers and others, find that through the use of these small announcements they readily accomplish their purpose. More business has probably been transacted through the medium of these advertisements than it would be easy to believe.

IN her search for other territories to conquer, the new girl has looked wistfully toward the advertising field. The following from the *American Girl* of Cincinnati gives some advice to which no objection can be made:

Among the avenues open to employment for women, that of designing and preparing advertisements would seem to offer an excellent opportunity. The position of advertising man has become one of the most important in nearly all large retail houses, and as announcements are devoted very largely to descriptions and prices of women's garments, there is no reason why an observing woman could not do the work as well or better than the average man. Advertisement writing has during late years developed to a profession, in which the essentials of success are the faculty of condensing a whole story to a few words, and the ability to say what you want to say, so that all ages, conditions and degrees of people will understand it. One of the best helps to those who contemplate taking up advertisement writing as a business, is PRINTERS' INK, published in New York. It was the pioneer of what has since become a distinct branch of American journalism, and more of the highest-priced advertising men of the country owe their positions and their success to its teachings than to all similar publications in existence. The man or the woman of ordinary education who will closely read this publication for six months will be able to write advertisements that will give satisfaction and sell goods, if they possess even a small grain of genius for the business. If you have no inclination whatever for the work, all the study, observation and reading at your command will avail you nothing. You might appropriate ideas and imitate style, but in so doing you would only make yourself and the house you represent appear ludicrous.

THE large announcement is likely to be several times as effective as several small ones occupying the same space in the aggregate.

AT the Pan-American Exhibition to be held in Buffalo in 1901, an interesting feature will be the Graphic Arts Building, which will contain exhibits of ancient and modern typography, electrotyping, ink making, lithography, steel, stone, wood and photo engraving, paper making, binding, as well as a complete daily newspaper, including a full complement of linotypes. The official souvenir of the exposition will probably be printed in the Graphic Arts Building. It is the idea of Mr. Koerner, chairman of this department, to have the entire souvenir made in this building in full sight of the visitor, showing every process of manufacture from the paper itself to the last stitch in the bound copy.

HERKIMER.

WHAT'S HERKIMER TO ME, OR I TO HERKIMER?—*Shakespeare.*

HERKIMER, N. Y., Sept. 10, 1899.

Editor of PRINTERS' INK:

You have often stated that a weekly paper of less than 1,000 circulation is of no value to the general advertiser. I have no personal reasons for disputing the statement, and assuming it to be sound the question naturally suggests itself: Is there a minimum of value in daily circulation? Do you think a daily paper can have so small a circulation as to be of no value to the advertiser? I also ask you this question as fairly stating the relations of the small dailies to the fairly prosperous weeklies: Which is more profitable to the general advertiser, a daily with a certain circulation and rate, or a weekly at half the rate and with three times the circulation? Putting the question differently: Would you rather pay $20 to reach a certain number of people six times a week than pay $10 to reach those same people and twice as many more once a week?

General advertisers as well as publishers will no doubt be interested in your views on the question. Yours truly,

C. S. MUNGER.

Mr. Munger commences his communication with a statement that is absolutely false. This atrocious action on the part of Mr. Munger makes the Little Schoolmaster so mad that he is positively unable to pay any attention at all to the queries with which Mr. Munger follows up his wicked and deceitful introductory sentence.—[EDITOR PRINTERS' INK.

ALABAMA DAILIES.

Four daily papers in Alabama have credit in the September issue of the American Newspaper Directory for 1899 for printing over 4,000 copies per issue. They are the Birmingham *Age-Herald, Ledger* and *News*, and the Mobile *Register*. The Montgomery *Advertiser* has a rating of exceeding an average issue of 2,250 copies. According to the Directory, the Birmingham *Age-Herald* leads all other Alabama papers, having an actual circulation for 1898, daily, 6,167; Sunday, 9,008. This is the largest in its record. In 1891 it was credited with a minimum daily issue of 6,000; Sunday, 8,500. From 1892 to 1897, inclusive, it seems to have refrained from making definite reports of circulation. The Birmingham *Ledger*, established in 1896, makes a showing of 5,034 average issue for 1898. Its average for 1897 was reported to have been 2,848. It would appear to have almost doubled its circulation during the period of one year. The Birmingham *News* was reticent about conveying information to the Directory concerning its circulation from 1891 to 1895 inclusive. Its statement for 1896 indicated a minimum issue of 7,289, and that for 1897 of 7,312. After 1897 information appears to have been withheld, and the publishers record no protest against the present Directory rating of exceeding 4,000 copies. The Mobile *Register* has only once since 1892 conveyed any definite information concerning its actual output. This was in 1897, when it stated in detail its average issue to have been 4,677. No report was made for the year 1898. The Directory rating for that year is "exceeding 4,000," which the publishers do not seem inclined to supplant with actual figures. Perhaps 4,000 may be a somewhat liberal estimate. The Montgomery *Advertiser* had its highest rating in 1894, when it was accorded 5,700 minimum daily issue for the year. No definite information has been forthcoming for the succeeding years. For 1898 it is rated as exceeding 2,250, which is the next rating below 4,000, according to the classification of the American Newspaper Directory. Many persons credit the Montgomery *Advertiser* with being the best newspaper in Alabama.

TOO GREAT A RISK.

Almost everybody has heard of Anger's Zwieback, a form of toasted bread popular among invalids; nobody, however, ever saw an advertisement of this product. These facts make the following letter from a correspondent of interest:

The pasteboard boxes, containing Anger's Zwieback, are familiar to thousands of people in and around New York, and suggested to me that here was material for at least a short advertising story. After a search I found the bakery of Rullman & Barteld, successors to A. C. Anger, the alleged originator of the cake, at 13 E. Third street, just east of the Bowery, New York. It is an insignificant place, and seems incapable of turning out the large quantity which the firm seems to have a demand for. After some trouble, Mr. Rullman came up to the store from some subterranean retreat. At much pains, and thanks to my knowledge of German, I learned that Zwieback has been in the market for fully twenty years; that a great deal of the output was sold by these people directly to the consumers, primarily through doctors' recommendations, and subsequently through recommendation of customer to customer; that much of the output was now being sold to the American Biscuit Company, who are jobbers of it; and much more to other jobbers in this city, and other cities as far as two hundred and three hundred miles away.

"How were these customers obtained?" I asked.

"I do not know," was the reply.

"Don't you think if you sent out circulars, or advertiseed, you would grow to have a large factory?"

"I don't believe it."

"Don't you think it would pay you to try by beginning in a small way?"

"It would be too much of a risk."

"And you don't think that advertising could be made to pay you?"

"It would cost too much **money.**"

GEORGE B. ADAMS, an adwriter, of Chicago, who until recently was the advertising manager of the McCormick Harvester people, has just issued a booklet called "My Credentials," which gives a most favorable impression of Mr. Adams' style and ability. Adwriters who appear to be more than usually successful in getting out advertising literature for others, frequently fail to attain the highest success when describing the ideas and facilities of their own business, a fact that makes the present effort worthy of note.

THE BUFFALO TIMES

Is printing and selling nearly

45,000 COPIES DAILY

and all successful advertisers use it.

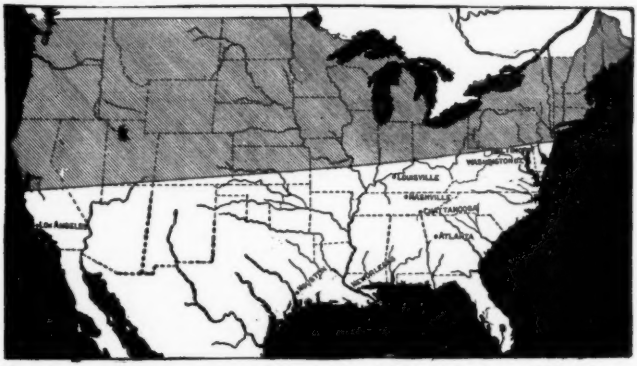
FOR RATES,

HENRY BRIGHT,

TRIBUNE BUILDING, NEW YORK.

BOYCE BUILDING, CHICAGO, ILL.

THE SOUTHERN SUGAR BOWL.



The Los Angeles *Times* believes that it gives an advertiser better or as good service for less money than the Washington *Star;* and to make clear what it deems its points of superiority as a competitor for the Southern Sugar Bowl it sends the following communication:

Office of
"THE TIMES."
LOS ANGELES, Cal., Aug. 28, 1899.

Editor of PRINTERS' INK:

I find that during my absence in the Philippines, another war has broken out in the United States—a circulation and advertising-rate war. Let me take a hand in it.

In a previous communication, written and published in my absence, the *Times* has, I think, conclusively proven by its sworn net circulation statement that its rates for advertising per thousand circulation, based upon the first months of 1899, are lower than those of any other paper of the same character and standing in the "Sugar Bowl" contest. In fact, lower than the rates charged by any high-class paper in the United States. In order to demonstrate how the *Times* covers Los Angeles, Southern California and the whole Southwest, I now assert with confidence that:

1. The *Times* pays more postage than all the other daily papers printed in Los Angeles combined.

2. It uses more white paper in the printing of its Sunday edition than the other three Los Angeles daily papers consume during the entire week.

3. In the month of July, 1899, the *Times* printed 1831 columns and 20 inches of paid matter, while all the combined space occupied by paid matter in the other three Los Angeles daily papers was 1,300 columns and 17 inches.

4. There is no city, town, village or hamlet in the whole Southwest where the *Times* does not circulate.

Now as to the class of circulation: First, the *Times* is a high-priced paper, only well-to-do readers, as a rule, purchase it, and a greater percentage of the residents of Southern California are well-to-do people of culture and refinement, who have come here from all parts of the world to spend their declining years and their money, than can be found in any other section of the United States. That they are money-spenders, and do spend their money with advertisers, is demonstrated by the heavy advertising patronage which this journal has regularly had for the past several years. People in this section are so well-to-do that nearly every resident takes a paper for himself, and a single paper is not "loaned from family to family" throughout a whole neighborhood. Second, the *Times* has a rural delivery service absolutely covering all the five counties of Southern California, and our carriers drive or ride on bicycles more than 5,000 miles every day in delivering the paper throughout our wealthy horticultural settlements, cities and towns. The *Times*, being the only metropolitan paper in such a vast and rich section, is made by the conditions which surround it necessarily a great advertising medium. Third, the *Times* has an extensive circulation throughout all the mining camps of Arizona. This brings advertisers in touch with a large class of consumers who are proverbially free with their money.

Now, in regard to the Washington *Star* and its claims: I can speak with confidence and from personal knowledge on this point, having been a resident of Washington for nine years, during which period I was a daily reader of the *Star*. I want to say in the outset that the *Star*, in my judgment, is one of the best papers in the United States, and is a favorite journal of mine, with whose owners, managers, conduct, policy and merits I am fairly well acquainted; and as the name of the Los Angeles *Times* has heretofore been freely used by the manager of the *Star* in the lively and interesting contention which is now being carried on over this question of advertising and the best advertising medium, I feel warranted in leaping into the arena of conflict and "speaking out in meeting"

about our esteemed Washington contemporary.

There are good reasons why the *Star* is not, everything considered, able to give its advertising patrons such full value for their money as is the Los Angeles *Times* in its field.

1. The *Star* circulates in the District of Columbia almost exclusively—a narrow field, even if it be where the national capital is located—but even under these conditions it does not dominate its field to the extent that the *Times* dominates its field, because, in addition to the other Washington papers striving for a division of the advertising patronage, there are other large cities, Baltimore, Philadelphia and New York, accessible to the buyers of Washington, who are in the habit of going in large numbers to these cities to trade. If there is a wholesale mercantile establishment or a manufactory worthy of the name in Washington, I have yet to learn the fact.

2. The population of Washington is not, therefore, a *purchasing* population, *per se*, on a large and liberal scale, as is the population of Los Angeles, Southern California and the great Southwest, who constitute the patrons of the Los Angeles *Times*. The proof of my assertion lies in the fact that the great mass of Washington's population are non-producers, living on small incomes or salaries, thousands of them being in the public employ and receiving only enough wages to provide the actua necessaries of respectable life. They are, therefore, in the very nature oi things, not purchasers of advertisec goods and other articles on a large and liberal scale, such as is the case with the prosperous populations of the abundant and wealth-producing Southwest.

3. The range of articles advertised for sale in a general newspaper is, for this and other reasons, much more restricted in Washington than it is in Los Angeles. In the columns of the *Times* are advertised not only all the contents of the usual mercantile establishments and shops, great and small, supported by a well-to-do cosmopolitan population —a population more able to be liberal buyers than is the population of the national capital—but in addition to such articles of merchandise Los Angeles sells to the surrounding territory a wide range and variety of things unknown to the mercantile establishments of Washington, such as mining, irrigation, milling and other machinery; fruit and ornamental trees in vast variety and abundance; miners', prospectors' and foresters' supplies; ship chandlers' goods, army supplies for the interior territorial posts, oil-boring and other machinery appertaining to the great petroleum interest; oil men's supplies, ranch machinery and supplies; and, in fact, an entire range of machinery, materials, implements and general merchandise required in this progressive and rapidly-expanding section of the great Republic, which are never seen, called for, bought or sold in Washington City, and that are never advertised in the Washington *Star*. Then take the matter of patented preparations of various kinds handled by general advertisers throughout the East. For this class of advertised goods, also, the great Southwest, with Los Angeles as its commercial capital, and the *Times* as its acknowledged newspaper exponent, is a better market than the District of Columbia can possibly be. The "glorious climate o' Californy" is all right, and if its people would take care of themselves and depend upon it they would never get sick; but, strange to say, there are fool people here as well as in other parts of the Union, and hence thousands of dollars are spent for seductively advertised things which the skillful manufacturer and the cunning advertising editor employed by the far-seeing advertising agencies, are constantly forcing upon a patient, helpless and long-suffering populace—and we furnish a share of the victims!

I have now shown:

First, that our rates per thousand circulation are lower than those of any other paper in the contest (one-ninth of a cent per line per thousand of net sworn circulation);

Second, that the readers of the paper are as a rule a wealthy class of citizens gathered here from all parts of the world;

Third, that the *Times* is the only paper having a general circulation in this whole southwestern section of the United States;

Fourth, that its general standing as a newspaper will compare favorably with the best papers in the contest and in the country; and,

Fifth, that, under the relative state of facts shown, Los Angeles is a better advertising place, and the *Times* a better advertising medium, than even Washington and the Washington *Star*.

At the risk of further expanding this already too long letter I wish to add a refutation of three points contained in one of the Washington *Star's* published letters: (1) Our circulation figures are not based on the boom war circulation of 1898; (2) these figures are net, not gross; and (3), the *Star's* intimation of a prospective advance in our rates cuts no figure, as no advance has been made. That is a matter for the future, not of the past or present. In this "binding" controversy over rates and values, we are considering actual present rates and conditions, not future possibilities.

We cannot, after going carefully over the claims made by the other papers, see on what grounds the Sugar Bowl can be awarded to any other contestant. I trust you see the point, and, in a spirit of perpendicular equity and judicial impartiality will gracefully surrender the prize to the Los Angeles *Times*. Yours very truly,

H. G. Otis,
General Manager.

COMMERCIAL SCHOOLS.

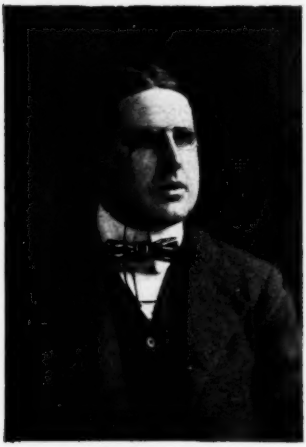
France and Belgium have had commercial schools for years. Germany has a "High School of Commerce" at Leipsic. Commercial instruction is given in the University of London. The May number of the Royal Geographical Society's journal contains an article by Sir Thomas Holdrich on this subject, which describes the School of Geography at Oxford University as the first in England.—*Success.*

THERE is no salesman that can sell as many goods at as small an expense as can proper advertising.—*Mail Order Journal.*

BOOMING THE EXPORT EXPOSITION.

By F. A. Partenheimer.

The booming of a great exposition interested me, and I know of



H. P. DENTON.

no constituency of readers whom I feel are more curious toward all matters of publicity than those who read PRINTERS' INK; that is why I called on Mr. Hal. P. Denton, who organized the Department of Publicity and Promotion of the National Export Exposition, and who has directed the work with marvelous success. My visit was to learn something about the methods employed. I found him one of those men who make friends with every one, a quality most necessary for the great task he has so successfully accomplished.

Mr. Denton graduated from the printer's case, having left school at ten years to learn the "art preservative." Before attaining his majority he was private secretary to the chairman of the Republican State committee of Ohio. Later, as press agent of a circus, he had opportunity for becoming still more familiar with the needs and wants of the press of the country. In later years he has been connected with the leading newspapers of New York and Washington, where he did valuable political work. He was in Cuba during the trying months preceding the Spanish-American war in the interests of Mr. Hearst's *Journal*. He was selected from the staff of the Philadelphia *Record* to fill the important position of chief of department of publicity and promotion of the National Export Exposition on April 1.

Mr. Denton told me how world-wide publicity may be obtained in a very short time. "From the very start," said he, "I sent out a press sheet each week, the first one giving the scope and object of the exposition. Realizing that the public enjoyed pictures and portraits rather than reading matter, I adopted the plan of sending out with each sheet a picture of an officer of the exposition, beginning with Mr. P. A. P. Widener, president; Dr. W. P. Wilson, director general; Mr. James M. Dodge, chairman of the committee on publicity and promotion; Mr. Birkinbine, vice-president and engineer-in-chief; Mr. W. W. Foulkrod and other officers and members of the board of directors. At the top of the sheet I announced that if a publisher desired a cut, whether in line drawing or half-tone, and would apply for it, it would be sent free of charge. The same offer was made with regard to cuts of the main transportation building, and other buildings, as well as various ornamental decorations and groups. The result was magical. The cuts helped make papers more attractive all over the country, and, in consequence, some newspapers went to the extent of devoting whole pages to the exposition from time to time."

I asked Mr. Denton if he could give me the probable cost of this work, and he told me he had no idea other than that thousands of cuts had been sent out, the cost of which, combined with postage, amounted to a good round sum, even though a special price was obtained for electrotypes.

Mr. Denton told me that nine-tenths of the thousands of electrotypes of portraits and buildings were sent out unblocked.

"I am surprised," he said, "at

the facilities of the country press. There were but two instances where country newspapers objected to blocking the cuts sent them. Al the papers displayed excellent taste in arranging cuts in their make-up. The editors generally realized that the cuts enlivened their sheets, and there is no doubt that their constituents appreciated to the fullest extent the opportunity afforded them of seeing the faces of the men who were directing the exposition and the reproductions of the buildings."

One of the greatest and best features of the exploitation of the exposition by Mr. Denton has been the *Bulletin of the National Export Exposition*, a weekly publication of twenty pages, neatly printed and illustrated with half-tone engravings showing the progress of work on the buildings each week. There have also been published in each number portraits of officers and directors, and of public men such as President McKinley, Mr. Bryan, Senators Depew, Hanna, Thurston and others, who lent their indorsement to the exposition. Mr. Denton originated the style of the *Bulletin*, and conducted it with such rare tact that, although purely an advertising sheet, the government was constrained to admit it to the mails at second class rates, thereby effecting a saving to the exposition management of several thousand dollars in postage. The *Bulletin* has had a weekly circulation of 20,000, and copies have been sent to the newspapers throughout the country, to leading manufacturers and to consuls and foreign emissaries of the United States. The publication has been accorded high rank by prominent business organizations of the country by reason of the worth of its editorials, particularly those relating to export trade, many of which have been widely copied by the principal daily newspapers of the commercial centers.

I asked Mr. Denton what he considered had been the most important factor in his success in gaining publicity for the exposition project. His reply must gratify all who read PRINTERS' INK.

"The newspapers of the country," said he, and there was a convincing air about what he said, "have made the National Export Exposition, and I am more than ever convinced that newspaper advertising is far-and-away ahead of billboards, circulars and other means of advertising."

"What do you consider the next important factor?"

"I believe it the fact that I have made it a point to write a personal letter to every one who has said a good word for the exposition. Every newspaper man who has written to the department has been assured that whenever he comes to Philadelphia I shall be pleased to see him personally and extend the courtesies of the department. The result of this has been that we have had better advertising than any other exposition in the country in the same length of time."

Referring to the importance of newspaper advertising, Mr. Denton said: "I'll tell you why newspaper advertising is best. Everybody reads a newspaper; railroads never throw their advertisements on billboards; a person looks in the newspaper to see the time a train leaves. Handsome theater lithographs tell you the name of the play, but nine out of ten persons have to look to the newspaper to find at what theater the play is on."

I have given only a few of the more important points made by Mr. Denton during my talk with him. It would be a pleasure for the readers of PRINTERS' INK to see the various advertising devices gotten out by Mr. Denton in so short a time. These include prospectuses, circulars for distribution both in the United States and abroad, folders, stamps for letters, and, of course, not excepting the famous "art poster" tabooed by Mr. Comstock, out of which Mr. Denton made so much for the exposition.

TO TELL an advertising story in an interesting way is an art, and it is here that the work of the "advertising expert" can be very effective. The "expert" must be a keen observer, however, and be able to put himself practically into the position of the man who controls and guides the business, otherwise the advertising matter he prepares is very likely not to be that which is precisely adapted to the selling conditions.—*Advertising Experience*.

THE WELL OF THOUGHT.

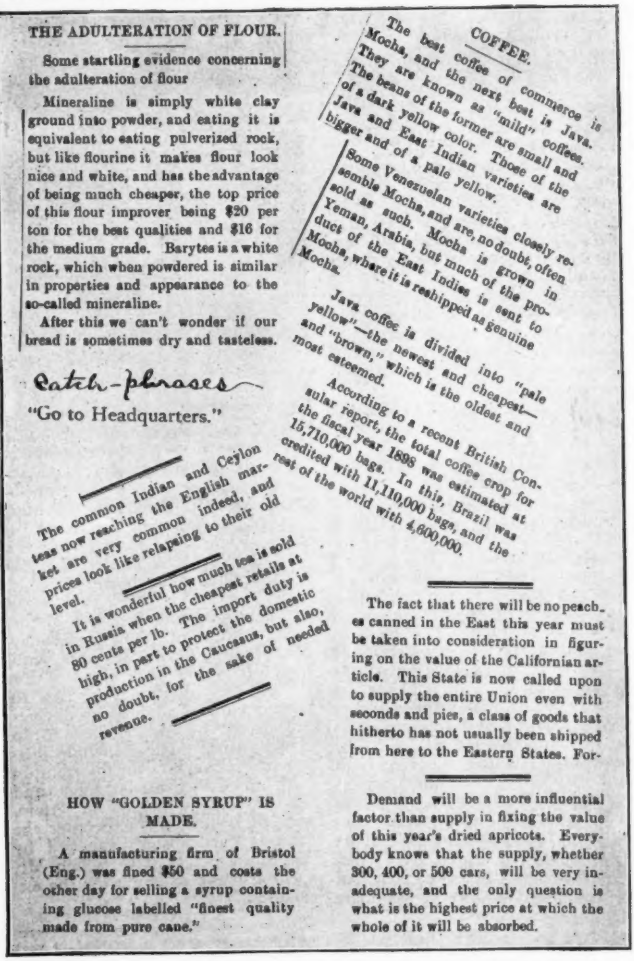
By Clifton S. Wady.

It's a scrap-book.

Every writer of advertising should keep a scrap-book to receive the hints which his daily reading is sure to give him, in the form of clippings from the many periodicals which he should regularly read.

If he doesn't so read he is incurring a definite and decided loss.

It's the writer who has to prepare from four to fourteen different ads every day of every week of every year who will the most readily see the importance of the scrap-book; yet any one writing ads is sure to profit by the practice of pasting in accessible form, the items which concern his own



THE ADULTERATION OF FLOUR.

Some startling evidence concerning the adulteration of flour

Mineraline is simply white clay ground into powder, and eating it is equivalent to eating pulverized rock, but like flourine it makes flour look nice and white, and has the advantage of being much cheaper, the top price of this flour improver being $20 per ton for the best qualities and $16 for the medium grade. Barytes is a white rock, which when powdered is similar in properties and appearance to the so-called mineraline.

After this we can't wonder if our bread is sometimes dry and tasteless.

Catch-phrases

"Go to Headquarters."

The common Indian and Ceylon teas now reaching the English market are very common indeed, and prices look like relapsing to their old level.

It is wonderful how much tea is sold in Russia when the cheapest retails at 80 cents per lb. The import duty is high, in part to protect the domestic production in the Caucasus, but also, no doubt, for the sake of needed revenue.

HOW "GOLDEN SYRUP" IS MADE.

A manufacturing firm of Bristol (Eng.) was fined $50 and costs the other day for selling a syrup containing glucose labelled "finest quality made from pure cane."

COFFEE.

The best coffee of commerce is Mocha, and the next best is Java. They are known as "mild" coffees. The beans of the former are small and of a dark yellow color. Those of the Java and East Indian varieties are bigger and of a pale yellow.

Some Venezuelan varieties closely resemble Mocha, and are, no doubt, often sold as such. Mocha is grown in Yeman, Arabia, but much of the product of the East Indies is sent to Mocha, where it is reshipped as genuine Mocha.

Java coffee is divided into "pale yellow"—the newest and cheapest—and "brown," which is the oldest and most esteemed.

According to a recent British Consular report, the total coffee crop for the fiscal year 1898 was estimated at 15,710,000 bags. In this, Brazil was credited with 11,110,000 bags, and the rest of the world with 4,600,000.

The fact that there will be no peaches canned in the East this year must be taken into consideration in figuring on the value of the Californian article. This State is now called upon to supply the entire Union even with seconds and pies, a class of goods that hitherto has not usually been shipped from here to the Eastern States. For-

Demand will be a more influential factor than supply in fixing the value of this year's dried apricots. Everybody knows that the supply, whether 300, 400, or 500 cars, will be very inadequate, and the only question is what is the highest price at which the whole of it will be absorbed.

work, as these are met with in his reading of newspapers, trade papers, magazines and the ads of other firms.

I herewith reproduce a page of such scraps and a glance through these clippings will make it evident that golden ideas, live suggestions, strong points, up-to-date information—all lie here waiting to be turned in happy phrase to serve the purpose of the writer on such subjects as are treated there.

The initial act toward the construction of anything in the world is the collection of materials. The builder doesn't put in an appearance with his tools when the site of a prospective building shows nothing but green grass and pretty flowers. No, he waits till he has "gathered," and the field is covered with timbers, boards, framing, nails, cement, shingles and everything which, when put together, constitute a house. Having such materials, however, his skill admits of quick and satisfactory results.

Just so the writer of advertising should first gather *his* materials—facts, prices, descriptions, "testimony," data for comparison, and the news of the world which touches upon the matters in hand.

Then he may get down to work and turn out good advertising; for the effective ad is such only because "good material" has been skillfully put together.

AN ARIZONA SUGGESTION.

The Phœnix (Ariz.) *Republican* publishes the following: Mr. George Haddon, a reader of the *Republican*, writing to this paper regarding the advertisement of the Southwest, says: "A good way would be for Arizona and New Mexico to co-operate and have a restaurant or dining hall at the Paris exposition, which should be supplied chiefly with the products of the Southwest country of the United States. By doing thus it would be well advertised to the whole world. When people have their stomachs filled with the good things produced here they will wish to know more about Arizona and New Mexico. Therefore, a large supply of reading matter to be distributed should be provided and placed at the restaurant. The receipts from the patrons would help pay the expenses of the advertisement and the transportation of produce to the exposition."

GROCER—What are you grumbling about? D'ye want the earth?

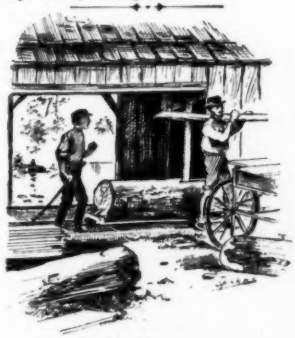
Customer—No, not in the sugar.—*St. Paul (Minn.) Trade Journal.*

SEED CATALOGUES.

"Seed houses," said John T. Buckbee, of the Buckbee seed farm, at Rockford, Ill., "have their full share of trouble from catalogue fiends. We have had as high as fourteen inquiries from the same party in one mail. This spring we had twenty-five applications for catalogues from the same family; the children probably wanted the pictures. Catalogues are an immense expense. The year's output of catalogues, taking all the seed houses together, probably costs as much as, if not more than, the aggregate first orders amount to. There are about 150 houses issuing catalogues; together they probably print 7,500,000, costing, including postage, all the way from three to twenty cents, say $750,000 for the total. I don't believe there are more than 1,000,000 mail-order seed-buyers in the country, so it takes a 75-cent order from each one to pay for the catalogues. Of course, the seedsman must depend on future orders to make his money. You will notice in this estimate that seven and one-half catalogues are issued for each buyer; an up-to-date seed buyer always has half a dozen catalogues before him when he orders, at least until he becomes a confirmed customer of one of the good houses. The big poultry advertisers manage their catalogue business to better advantage. They put a price on their catalogues, and so ward off the catalogue fiends, and get at least a part of their money back. A seed catalogue is full of valuable information; a planter can well afford to pay a little something for it, and would be willing to do so, had we all done a little wholesome educating along that line."—*Agricultural Advertising.*

HE'S IN CHICAGO.

There is one advertiser in Chicago who takes nearly six months to the preparation of a series of advertisements and then pins proofs of the series on the wall of his office and invites criticism from every visitor, whether he be skilled in advertising or not. More than once the entire series has been reset or entirely rewritten, with new illustrations, as a result of the criticisms thus obtained. — *Advertising Experience, Chicago, Ill.*



FOR A SAW MILL.

ABROAD.

Col. Charles S. Diehl, assistant general manager of the Associated Press, who arrived in New York on the American liner St. Paul recently, talked as follows to a *Fourth Estate* reporter:

"One of the things that impresses every American journalist who visits London is the indifference shown by the English press to news from the United States. None of the newspapers devoted an average of half a column to the subject. Singular to relate, the Manchester *Guardian* and the Edinburgh *Scotsman*, two provincial newspapers, give every day more American news than all the London papers put together. These print every line of American cable furnished by Reuter and Jones. The only way I could get any idea of what was going on in the United States was to buy either of those papers in London each day.

"One would naturally suppose that the London publishers would want to cater to the great army of American travelers who visit their city each year —30,000 first cabin passengers went over this summer—but they don't seem to care anything about it.

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The advance advertising car of Barnum & Bailey, which will exhibit in Dundee, has arrived in Edinburgh, and is now attracting attention from passers-by at the Waverley station. Both in appearance and construction the car is a novelty. Built at Stoke-on-Trent from American plans, the body measures 58 feet long by 7 feet wide and 9 feet high, mounted on two four-wheeled bogie trucks, and is fitted with every mechanical device insuring safety and comfort, and permitting it to travel at the highest speed while attached to the rear end of the fastest express passenger trains. The main portion is fitted with lockers for the conveyance of the huge posters of the show, and above the lockers are comfortable sleeping accommodations for twenty men. One end contains receptacles for all kinds of articles needed in the posting of bills, besides a huge steam boiler for making and cooking paste, cabinets for newspaper blocks, drawers filled with handsome lithographs of fancy colors and novel artistic designs, desks, toilet-room, etc. The other end contains a pretty business office 10 feet long by the full width and height of the car, which is arranged much like a sea captain's quarters on board ship. Underneath, between the trucks, has been constructed another huge receptacle, wherein are carried ladders, brushes, cans, booklets and pamphlets. All the immense work of posting bills and distributing advertising material is done on the "traveling workshop" by its crew of twenty men, who, on some days, put up as many as 10,000 sheets of paper.—*Dundee (Scot.) Advertiser.*

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ONE MAN'S VIEW.

Blank space in an advertisement is an expensive luxury and should not be indulged in by the advertiser to any considerable extent. It costs just as much money as the other space, and it brings no business. Fill up a generous amount of space with display type, cuts and reading matter type, and stop at that.—*Agricultural Advertising.*

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year $26 a line. No display other than 2-line initial letter. Must be handed in one week in advance.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 23,000 monthly. Covers South and Southwest. Advertising rates very low.

TENNESSEE.

ADVERTISING at five-sevenths of a cent a line per thousand circulation in leading agricultural paper of the South. FARM AND TRADE, Nashville, Tenn.

CANADA.

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, Montreal.

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK, published weekly by Geo. P. Rowell & Co., was the first of the now numerous class of journals devoted to advertising. It likes to call itself The Little Schoolmaster in the Art of Advertising. Since its establishment in 1888 it has had nearly two hundred imitators.

PRINTERS' INK aims to teach good advertising by publishing good advertising methods, giving examples of good and bad advertising and telling why. It also considers the value of newspapers as advertising mediums. Its columns are wide open for the discussion of any topic interesting to advertisers. Every advertising man who is known at all has contributed to its columns. PRINTERS' INK's way of teaching is by exciting thought and discussion, expressing occasionally an opinion in favor of one plan and opposing an other, but making no effort to be consistent, advocating to day to-day's opinions and abandoning yesterday's theories to the dead past. Average circulation during 1898, 23,171. Subscription price $5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. Address PRINTERS' INK, 10 Spruce St., N. Y.

Displayed Advertisements.

50 cents a line; $100 a page; 25 per cent ext. for specified position—if granted.

Must be handed in one week in advance.

WANTED.—Case of bad health that R·I·P·A·N·S will not benefit. Send 5 cents to Ripans Chemical Co., New York, for 10 samples and 1,000 testimonials.

THE ARIZONA REPUBLICAN

Published at Phoenix, the Capital of Arizona, asks for patronage on these grounds:

It is the only newspaper in Arizona published every day in the year.

It is the only newspaper in the Southwest, outside of Los Angeles, that operates a perfecting press and a battery of Linotypes.

It is the only newspaper in Arizona that has a general circulation.

The circulation of the REPUBLICAN exceeds the combined circulation of all the other daily newspapers in the Territory.

For rates address,

Charles C. Randolph, Publisher, or
H. D. La Coste, 38 Park Row, New York.

COLD SHELL RINGS.



Made especially for premium purposes. Send for "Hot Catalogue, containing Cold Facts and Pretty Pictures."

CLARK & COOMBS,
86 West Exchange St., Providence, R. I.



COLD SHELL RINGS.

Established 1852. **Daily and Weekly.**

For quickest and best route to the homes of the best people of Central Pennsylvania use

THE PATRIOT

Harrisburg, Pa.

Daily Circulation, 7,588.

Booklets

Written, Designed and Printed.

I write, design and print Booklets, Circulars and Advertisements of every description. No one has better facilities. No one can do it better. If you mean business write me on your own letter-head telling your needs. I will furnish you a cover design and dummy of a booklet, circular or advertisement I would advise, *free of cost*, with estimate for the writing, designing and printing complete. Only one order needed. No bothering with artists, engravers or printers.

I attend to the whole business.

WM. JOHNSTON,
Manager Printers' Ink Press,
10 Spruce St., New York.



REMIND YOURSELF

of something you want to do to-morrow or next year by using the Daily Reminder.

HOW IT IS USED.—Make a note of some matter that must be attended to in the future. If it must come up on a certain day of the current month, place the slip of paper in front of the card for the day of the month on which you wish to be reminded of the matter. If the date is three months ahead, write the day of the month on the memorandum slip and place it in front of the card for that month. If a year hence, date it and place it in front of the card for next year.

A DAILY REMINDER will be sent, complete, for $1, postage paid. Something that will enable you to remember everything on all your to-morrows should be cheap at $100.

THE INTERSTATE SUPPLY CO.,
SCRANTON, PA.

Charities is published and received by its subscribers, viz , the richest people in New York City, on Saturday of each week. It is read by them over Sunday in the quietness of their homes. If your announcement is brought before them at this time while they are reading slowly and carefully, as is their custom, the advertising pages of **Charities,** you will receive the order which might perhaps never come your way.

Charities is an unusual paper and has an unusual clientage. Do you want to number its readers as your customers? For space and rates address

WM. C. STUART, Publisher Charities, 105 East 22d Street, N. Y. City.

You can have your announcement appear in **Charities** in space of one-eighth page every week for one year for $65.

I place the utmost reliance upon the circulation quotations in the American Newspaper Directory, and the publisher who offers excuses and protests against its inaccuracy has no one to blame but himself, as a correct rating is easily obtained by simply telling the truth and supplying the necessary figures. Failure to do this places any publisher in the category of circulation prevaricators, to which class he evidently belongs.

Advertisers should patronize such publications as afford definite information and avoid all others as a rat would a sinking ship.—*Advertisers' Guide for June*, 1899.

Sports Afield.

is by far the oldest and most widely circulated sporting magazine in the West. Persons who read it get their money's worth. That is why in its thirteen years of publication it has become a monthly visitor to the home of almost every well-to-do sportsman in the West, the Northwest and the South.

An advertisement in it will bring you, not "returns," requests for catalogues, etc., from curious people, but rather "results," as its readers are men who have both money to buy and the sportsman's liberal spirit to do so.

RATES.—One inch, $4 per month; two inches and over, $3 an inch. Page is regular magazine size.

358 Dearborn St., Chicago. SPORTS AFIELD PUBLISHING CO.

E. H. CAVE, Eastern Manager, 147 East 30th St., New York City.

THE EVENING Journal

OF JERSEY CITY, N. J.

Was selected by a Committee of Advertising Experts appointed by the American Newspaper Directory as the newspaper in New Jersey entitled to highest rank for size, class and quality of circulation and consequent advertising value.

Average Daily Circulation in 1898 .. 14,890

For Mail Order Advertising there is no Better Publication Than

The Wisconsin Agriculturist

CHICAGO, Sept. 7, 1899.

Wisconsin Agriculturist, Racine, Wis.:

Gentlemen.—You no doubt will be pleased to learn that by careful comparison of the relative values of the different papers we have used the past season at the cost per reply and per sale calculation, the AGRICULTURIST stands well to the front. SEARS, ROEBUCK & Co., Per R. W. Sears, Pres.

MILWAUKEE, Wis., August 3, 1899.

Our harness riveter advertisement is pulling like a house afire. Insert it five times more. THE LEWIS MFG. COMPANY.

Have had 280 orders mentioning the WISCONSIN AGRICULTURIST. H. HODGSON, Mt. Sterling, Ill.

We are having splendid returns from your paper. GRAND UNION TEA CO., Rockford, Ill.

We are getting splendid returns from our advertisement in the AGRICULTURIST. THE ROOT BROS. CO., Plymouth, Ohio.

The above were selected at random from a number of unsolicited testimonials from mail order advertisers. Send for sample copies and rates, which are lower for circulation than those of any similar paper.

THE WISCONSIN AGRICULTURIST,

RACINE, WISCONSIN.

Never Mind Who

has been doing your lithographic work in the past, we want you to let us submit our ideas before you place that next order. Some other concerns are older and bigger than ours, but they can't do better work, and when it comes to getting up original ideas and schemes we don't let anybody beat us. We put a snap and go in our work which we think you'd appreciate.

All kinds of lithographing and fine printing, and every bit of the work done under one roof.

Fine Show Cards.
Bright, Attractive Street-car Signs.
Booklets—lithographed or printed.
Advertising Novelties.
Neat Commercial Stationery.

THE GIBBS & WILLIAMS COMPANY

In the Gibbs & Williams Building,

68 NEW CHAMBERS ST., NEW YORK.



The two heads
that are better
than one.



For The Dewey Celebration

THE INFORMATION BUREAUS OF . . .

THE BROOKLYN DAILY EAGLE

HAVE PREPARED A CAREFUL LIST OF BOARDING HOUSES IN THE CITY OF NEW YORK WHICH CAN OFFER ACCOMMODATIONS FOR VISITORS TO THE DEWEY RECEPTION AND THE YACHT RACES.

SEND TWO-CENT STAMP FOR THIS LIST, OR CALL AND INSPECT OUR FILES.

BROOKLYN EAGLE INFORMATION BUREAUS:

4th Floor, Eagle Building, Brooklyn.

952 Broadway, Manhattan, New York.

Mum is the Word!

INK TRUST CAN'T GET HIM.

Printers Ink Jonson Refuses to Join and Will Go It Alone.

The printers and newspapers of the country will watch with much interest the attempted organization of the printing ink trust. Since the attacks on the old established firm of type founders, A. D. Farmer & Co., have been successful in crippling that concern, the prices of type have been steadily advanced.

The next thing is the ink trust. One man has, however, announced that he will not join the ink trust, and proposes to go it alone. That man is "Printers Ink Jonson," of Spruce street, New York.

Jonson is the man who, several years ago, began business with the motto, "No cash, no ink." He made prices that were astounding. He sold good news ink for 5 cents, the same thing as the long-credit giving firms asked anywhere from twelve to twenty-five cents for. He sold fine job inks for one dollar a pound, same as the others asked you $2 to $5 for. He revolutionized the ink trade of the country.

The printers of the country will stand by Jonson in the fight that is bound to come, for he represents the principal of honest goods at a fair price. Jonson will be a bad thorn in the side of the ink trust.—*News, Derby, Conn.*

Three months ago the publishers and printers of the country were threatened with a proposed ink trust which would start in operation on August 1st. The deal could not be manipulated in time, so there was a postponement until September 1st. That date also came, but you can not get any information about the combination even if you were to pay for it, and the postponement looks rather indefinite.

While my competitors were worrying over the price they would receive for their plants, I was making hay while the sun shone. August was the best summer month I ever had since I started in business. I received 630 orders from my own city, and 338 orders from outside places stretching from Maine to California. My terms are strictly cash and I would not vary from the golden rule for the richest printer in the world. If my goods are not all right you get your money back, also your transportation charges. Send for my price list. Address

PRINTERS INK JONSON,

13 Spruce St., New York.

THE

Baltimore MORNING AND SUNDAY Herald

leads all its contemporaries this year. The paper

SHOWS GREATER GAINS

in all departments than has ever before been accomplished within seven months in Baltimore. This is particularly evident

In Advertising and Circulation.

The local advertisers are almost a unit in using the HERALD. Can you, as a foreign advertiser, afford to ignore the example of the advertiser who almost lives with the paper, knows its every movement, knows its character and influence, knows its power as a business bringer?

THE S. C. BECKWITH SPECIAL AGENCY,

SOLE AGENTS FOR FOREIGN ADVERTISING,
NEW YORK AND CHICAGO.

You need the

American Newspaper Directory

in order to judiciously advertise

Anything

in newspapers and periodicals

Anywhere

whether now or later on, at

Anytime.

For it saves money,
it saves time,
it saves labor, and

Above All it gives the sort of information about newspapers and their circulations an advertiser ought to have.

The September edition for 1899 is now ready (over 1,400 pages).

Price, Five Dollars.

Sent, carriage prepaid, on receipt of price.

Send order or address for further particulars to

THE AMERICAN NEWSPAPER DIRECTORY,
10 Spruce Street, New York.

YOU ARE LIMITED TO BLACK AND WHITE CUTS IN NEWSPAPER ADVERTISEMENTS, BUT IN OUR STREET CAR SPACES YOU CAN USE

ALL THE COLORS OF THE RAINBOW

TO MAKE YOUR ANNOUNCEMENTS ATTRACTIVE SO THAT THEY WILL CATCH THE EYE.

YOU WILL BE DOING AN INJUSTICE TO YOURSELF IF YOU DO NOT CONSULT US BEFORE PLACING YOUR APPROPRIATION FOR STREET CAR ADVERTISING.

GEO. KISSAM & CO.,

253 BROADWAY, NEW YORK.

WRITTEN BY J. J. KIHM, BROOKLYN, E. D., N. Y.

THE BEST INVESTMENT

for a newspaper which is a valuable advertising medium would be the purchase of a page advertisement in PRINTERS' INK to appear from time to time during the year. The merits and all the facts which make the paper valuable as a medium will then be brought directly to the attention of every leading advertiser in the United States. One hundred dollars expended in a page advertisement in PRINTERS' INK will get the attention of as many advertisers as two hundred dollars expended in any other way. Interested newspapers are invited to address

PETER DOUGAN,
Advertising Manager "Printers' Ink,"
10 Spruce Street, New York.

MILWAUKEE

is the largest, most important and richest city in Wisconsin. It has a magnificent system of street railways. They cover all parts of the city proper, the suburbs, resorts and also reach out to Racine and Kenosha on the south and Waukesha on the west.

The new and modern electric cars give a constant and unavoidable display in them.

You can cover Milwaukee and the other places effectively and cheaply by a card in all the cars. We control the advertising.

GEO. KISSAM & CO.,

Matthews Bldg., 3d St. and Grand Ave.,

MILWAUKEE.